ELECTRIC VEHICLE SUPPLEMENT

OCTOBER, 1915

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

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WE WELCOME

the electrical industry to Cleveland
on the occasion of the

1915 CONVENTION

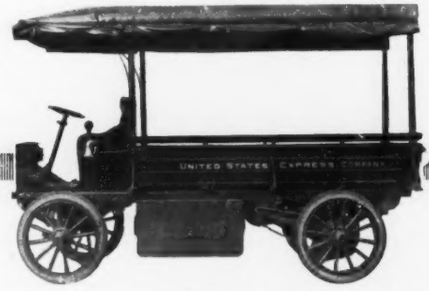
of the

ELECTRIC VEHICLE ASSOCIATION of America

OCTOBER 18 and 19

This opportunity will bring together the full strength of both the central station and the manufacturing interests. We congratulate ourselves that this event will be held in Cleveland, the Sixth City, where it will be our duty and pleasure to serve the visiting delegates in every way possible.

THE CLEVELAND ELECTRIC ILLUMINATING COMPANY
SIXTH CITY



"There are several hundred Lansden Trucks in Express Company service, some of which were sold in 1904 and still giving good service."

Any Central Station Can Sell Electric Vehicles by the Lansden Plan. YOU CAN.

No Investment on Your Part:

We do not ask you to invest thousands of dollars. We do not ask you to take risks. We do not even ask you to buy a car for your own service. We supply your demonstration car free.

Easy Terms to Your Customers:

We do not ask your local merchants to invest immediately in electric delivery. By our new plan the car practically pays for itself out of the saving it effects. It's a "cinch" for the central station to sell vehicles on such terms.

Quality and Price Are Right:

Lansden Quality is acknowledged by all who know anything about electric vehicles. And the Lansden price is as low as anyone can ask for a car that's built to last twenty years.

Only a Few Co-operators Desired:

We want only six central stations to accept this proposition now for we can undertake only one new campaign each month. We already have two of the six. Whoever undertakes a Lansden Campaign will make a success of the electric-vehicle proposition in his city.

THE LANSDEN COMPANY
Brooklyn, N. Y.

ELECTRIC VEHICLE SUPPLEMENT of

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

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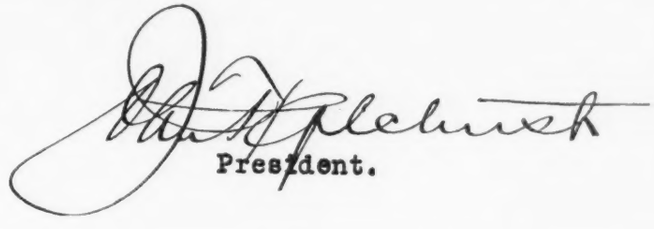
A MESSAGE FROM PRESIDENT GILCHRIST

THE possibilities offered by the broadened field of electric vehicle transportation, for the sale of electric merchandise and electric energy, are apparently little understood and appreciated by the men in the electric business.

Great progress has been made in the mechanical and electrical development of the present-day vehicles. The next step is standardization and the adoption of service methods which will enable any user of an electric vehicle to keep his car in commission and at full efficiency at all times. And such service facilities must be available to the owner of a single car or wagon upon the same economical basis as to the owner of a fleet.

The electric vehicle industry today requires that each manufacturer work unselfishly for the good of all. It requires that the Central Stations lend practical and whole-hearted support to these manufacturers. The business is so big, its possibilities so great, that every individual and company now in the field can realize the fullest measure of success and profit, provided only that they seize the present opportunity in a spirit of mutuality, liberality and harmony.



President.

Come to the Vehicle Convention

Gathering at Cleveland Marks Turning Point in Vehicle Industry. Central-station Commercial Men should Attend

WHAT is the matter with the electric vehicle?

Nothing.

But there has been a good deal the matter with the men who have guided the industry in the past—in just three important particulars. Past plans of selling have been weak. Past methods of cooperation have been based upon the let-George-do-it principle. Past competition has been overly bitter and personal.

This is not a "knock," it is a statement of conditions as they appear to the outsider, and, after all, the outsider frequently sees things with greater distinctness than the man who is in the thick of the fight.

At the 6th Annual Convention of the Electric Vehicle Association of America, which will be held in Cleveland on October 18 and 19, we will see a change. A number of men high in the industry have realized that sales methods must be made easier and that cooperation must be real. Instead of selling plans that exactly suit the manufacturers, we will learn about selling plans that make it easy, even inevitable, for the true prospective purchaser to place his orders and for the central stations and dealers to exert the kind of pressure that will develop new prospects. Instead of conversational cooperation, at this convention we will see the vehicle interests solidly massed in a definite effort to give the purchasers of all machines the right sort of service, and to give this service as freely to the man who operates one car as to them an with a fleet.

The papers which will be presented at this convention indicate the trend of thought. The battery-exchange system, the utilization of central-station solicitors as auxiliary vehicle salesmen, the electric-taxicab opportunity, the field for industrial trucks, the field for electrics in municipal service, and a straight talk on the functions of the electric garage—these are all practical subjects which mean sales for the manufacturers, satisfactory service to the user, and current consumption to the central station. Even without the above papers, the single address by a prominent manufacturer on the subject of the industry's problems and how they must be met, is well worth the attendance of any keen central-station man who realizes the potential profits of the business and desires to be in position to take advantage of new conditions.

The message from President John F. Gilchrist, published upon another page of this issue, sums up in crisp phrase the present situation. The significance of his words will not be lost upon the discerning, and none such who are within overnight traveling distance of Cleveland will neglect the opportunity to participate in what is sure to be the most vital gathering of electric-vehicle devotees ever assembled.

Albert Jackson Marshall, Secretary Electric Vehicle Association of America

The Convention Program

The following is the convention program. The titles of the various papers indicate that every subject of interest to vehicle men—garaging, battery-charging systems, exploitation and selling and results under actual service conditions—will be amply covered:

"Industrial Trucks in the Service of the Pennsylvania Railway Company," T. V. Buckwolter, Pennsylvania Railway Co.

"The Electric Taxicab," I. S. Scrimger, secretary and general manager, Detroit Taxicab & Transfer Company.

"Hartford Electric Light Company's Experience with the Battery Rental and Battery Exchange System," W. M. Thayer, manager, Battery Department, Hartford Electric Light Company.

"The Function of the Electric Garage," R. Macrae, Commonwealth Edison Company, Chicago.

"Comparative Development of General Power and Commercial Electric Vehicle Loads and Function of Power Salesmen as Electric Vehicle Solicitors," H. H. Holding, general car representative, and S. G. Thompson, general electric vehicle representative, Public Service Corporation of New Jersey.

"Problems We Are Facing and How They May be Met," G. H. Kelly, secretary, Baker Rauch & Lang Company and president, Electric Automobile Manufacturers' Association.

"Electric Vehicles in Municipal Service," A. J. Slade, consulting engineer for New York City.

Facts the Delegates should Know

Place, Cleveland; headquarters, Hotel Statler.

Business sessions begin Monday morning, October 18; end Tuesday night, October 19, with a dinner at the Hotel Statler.

Registration should be made on registration card and turned in as early as possible to Electric Vehicle Association, 29 West 39th Street, New York City. Registration cards have been sent to every member and may be had on application to the above address. Hotel reservations should be made direct with the hotel.

The best hotels, on the European plan, are the Statler, rates $2.00 to $12.00 per day; Hollenden, rates about the same; Gillsy, $1.00 to $5.00. The Colonial Hotel is conducted on both the American and European plan, from $1.50 to $7.00 per day on the European plan, and from $3.50 to $9.00 per day on the American plan.

Wednesday, October 20, will be set aside for social features, visits to manufacturers and the like, for all who desire to stop over. Entertainment for the ladies will be provided during business sessions. On Monday, the 18th, visits will be made to various places of feminine interest, such as the stores and shops. A theater party follows on Monday night, a Tuesday noon luncheon at one of the country clubs, and an automobile drive about the city on Tuesday afternoon. Electric vehicles will be available throughout the convention.

Exhibits of electric-vehicle equipment, appliances and parts will be held in the Hotel Statler adjacent to the convention hall. M. R. Berry is chairman of the Exhibition Committee, address, 10514 Dupont Avenue, Cleveland.

Cleveland was chosen for the convention for two principal reasons. In the first place, it is centrally located and has excellent transportation facilities. In the second place, it is an important electric-vehicle center. It is the home of the consolidation of two great electric-vehicle manufacturers, the Baker Electric Company and the Rauch and Lang Electric Vehicle Company; of many makers of vehicle parts and of the main plant of the Willard Storage Battery Company and one of the division offices of the Edison Storage Battery Company. Finally, the Cleveland Electric Illuminating Company has been very active in electric-vehicle development. There are in service in the city over 2000 pleasure cars and nearly 300 trucks.

Our Costly Conservatism

Lack of Faith in the Public Faith Retards Electric Vehicle Development

By S. F. Melcher

A MONTH or two ago, I asked a well-known central-station commercial manager why his company did not use electric trucks. His answer had a reminiscent ring. The directors of the company had discussed the advisability of buying an electric, but finally decided that "It took too much juice to climb the hills." So they bought a gasoline truck.

This jolt, but one of many I had recently received from central-station unbelievers, sadly shook my waning faith in the practicability of electric transportation, and I proceeded to the next big town, 16 miles away. Here I met with a set of conditions which made my doubts seem absurd. The local central station, because it had superior faith, rather than superior physical advantages, had placed electric-vehicle selling on a scientific basis with the resultant of a large number of satisfied customers. I did not take the word of the vehicle-department manager that they were satisfied; I interviewed the proprietor of a large grocery store which operates a fleet of ten electric delivery wagons.

"No complaint to offer," was his answer to my first query.

"But," I said, "there's a good deal of talk about batteries not standing up to hard service."

"Nonsense!" he replied. "The batteries are all right, the only trouble is with *battery systems*. Any employer of electrics knows that they are the ideal vehicle for city and suburban delivery, provided that the local central station is sufficiently interested to furnish garaging and charging facilities. But I understand that the average central station is not sufficiently interested."

I told him about the alibi the commercial manager in the near-by city had offered me.

"Climb hills!" he exclaimed. "Are the hills over there a bit worse than they are here? There can't be much difference in two cities but 16 miles apart. The real difference is the difference in central stations. I'll tell you what's the matter with them over there. They're suffering from the popular superstition that the vehicle-storage battery is a weakling. They hear the engine of a gasoline car coughing and spluttering, and mistake the noise for brute force when it is only frictional loss. But because the electric-vehicle battery is quiet and well behaved, and because they associate it in their minds with pocket-flashlight and bell-ringing batteries, they think that it can't do an honest day's work. Why, that very silence is ease and power beautifully combined."

"Do you think," he continued, "that I could afford to fool with batteries that didn't stand up to their work? We cater to the wealthy trade which demands prompt deliveries and up-to-the-minute service. If our ten delivery wagons didn't produce every day, winter and summer, better than any other method of transportation we've ever tried, it would be ruinous to our business to keep them in service."

The outcome of this interview, and many that succeeded it, convinced me that if I want to lose my faith in the electric, I shall keep on interviewing central-station men. If I want to have it strengthened, I must go out of the industry to the consumers themselves. Is this cynicism? Then it is justified by the facts. For the retarded development of the electric-vehicle market is due not to lack of public faith, but to our own scepticism and indifference. And they are by no means confined to the vehicle department. They spread perniciously to every department of central-station selling. A new-business manager once told me that he would not recommend heating appliances to his customers because they were not reliable. Another told me that the time was not ripe for electric cooking because the heating units of all electric ranges were defective and the cooking rate too high. A third said that people in his town wouldn't buy washing machines or sweepers because they cost too much.

Yet, wherever like a true merchant the central station has met the public faith with faith, note how the public has responded. A central station sells 862 sweepers in one month. A single manufacturer has marketed over 100,000 washing machines in a few years. In Buffalo, 95 electric ranges were installed in one apartment house because the central station determined to develop electric cooking and found the people ready to meet faith with faith. Examples multiply in every field, even the starveling one of the electric vehicle. The 6000 central stations of this country own among them only about 900 electric trucks and 200 pleasure cars. An average of but one-sixth of a car per central station, mark you. Yet there are, all told, between 60,000 and 70,000 electrics in continual use in the United States.

How did they get on the market? Certainly not to any extent through the central stations. No more than 5 per cent of them have lifted a finger. Rather, when they have not constituted themselves as an active "knocking" influence, they certainly have gone on record as a negative influence. But the public faith, as represented by thousands of employers of transportation, has been abundant and powerful enough to transcend the skimpy, grudging faith of our own industry and place electric transportation on something like a competitive basis with other modes of transportation.

There are concrete examples enough. At the time the commercial manager, whom I mentioned in the beginning, was telling me about the amount of current it took to climb hills, the proprietor of a New Jersey laundry was giving out an interview to the effect that in his experience, electric transportation was by far the most efficient and economical for laundry service. At the same time, too, the files of a well-known vehicle-battery manufacturer were replete with testimonials from grateful owners whose batteries had emerged unspoiled literally from fire, flood and every other conceivable form of violence.

Further examples are unnecessary. At no turn, can we shield ourselves under the cry of public scepticism and indifference. The public inherently believes. And could its faith be fully realized and capitalized, it would double the scope of the electric-vehicle business in an incredibly short time. When Edison says: "I will invent a storage battery which will make electric transportation cheap and practical," we of the industry say: "Maybe the 'old man' will. He has put over a lot of good ones. His dream *may* come true." But the people ask: "Did Edison say that he would invent such a battery? Then his dream *will* come true."

The difference between these two points of view is primarily the difference between our timidity and the faith of the people. This difference is summed up in the lamentably small number of electrics used by the central stations, themselves. A. J. Marshall, secretary of the Electric Vehicle Association, rightly says that the number should be at the lowest 25,000, not 1100; the average, five cars per central station, not one-sixth of a car. The difference is also summed up in the staggering waste of the undeveloped vehicle opportunity—in the fact that there are less than 70,000 electrics in use when there should be a quarter of a million.

My purpose here is not to carp and criticize for fun, but to point frankly to a chronic conservatism towards electric-vehicle development which is both unnecessary and very costly to us all. I am well aware of the many obstacles which confront the path of the vehicle salesman, but they will never be overcome by weak hearts and timid doubtings. There are a lot of things that we can do and ought to do instead of worrying over the eternal problems.

Two Invitations to E. V. A. Delegates

NELA Park, the home of National Mazda, the Quality Lamp, is one of Cleveland's show places, a University of Industry dedicated to Lighting Service. Those attending the Convention of the Electric Vehicle Association of America are invited to visit this remarkable institution and learn in detail of the research, development, manufacturing and merchandising service available to distributors of National Quality Lamps.

NATIONAL LAMP WORKS
of General Electric Co.
NELA PARK, CLEVELAND

THE Holophane Works will consider itself honored by a visit from those attending the Electric Vehicle Convention. We will be happy to show and explain our processes of glass making, and to demonstrate thereby the superiority of Holophane, Soudan, Regent and other brands made in the Holophane Works.

HOLOPHANE WORKS
of General Electric Co.
IVANHOE ROAD, CLEVELAND

The first thing is to get rid of the feet frigid—to get up our nerve. In our lack of nerve I see stalking the ghost of certain engineering traditions for which there is no room in the market-place. These ghosts must be laid. Salesmen properly have nothing in common with ghosts which keep whispering: "The electric truck is not yet good enough to sell. Wait until our laboratory experts have perfected it."

In the short span of years allotted to man, we on the commercial end can't wait for laboratory perfection. Like every sensible salesman, we must take what we've got and push it as far as it will go. The gasoline-car interests worked that way, and that is the principal reason for their tremendous success. When the first model came out, there was no guarantee that it would run a mile without wheezing its last. But a bunch of hustling salesmen were sent out to market it just the same. And many people bought it and were satisfied. And when each succeeding model came out, owners of the old made the exchange and cheerfully paid the cash difference. There were noticeable none of the reactions of which we seem to be perpetually afraid of in exploiting the electric—no complaints like this from customers: "Why did you sell me a 1910 car when you knew that you would build a whole lot better one in 1915?" None of that. Only abundant evidence that the public stood ready to meet a fearless sales policy half way—to take a sporting chance on the car of the time, despite all its faults and meagre promise of latter-day conveniences.

To strike out boldly with the electric vehicle in its present stage of development would not only yield the central station the large revenue which we all know lies inherent in the business, but it would automatically solve many of the problems which are the chief source of our timidity and lack of faith. Where would be the Mazda and the nitrogen lamp of today if, in 1878, they had not marketed that first feeble incandescent of Edison's? Analyze the great inventor's reminiscences of those early days, and you will realize what a wonderfully stimulating effect the marketing of that first lamp, its fairly wide acceptance by the public and the weaknesses which cropped out when it was tested under conditions of actual service had upon him, his helpers and followers. To such an extent have Edison and the great lamp manufacturers reacted to the public faith in the first lamp and all subsequent electric-lighting developments that we now enjoy electrical illumination perfection 25 years before it ever could have been possible without successful commercial exploitation. Similarly, the bold conquest of the electric-vehicle market would solve the problem of low production through increased demand; of high costs because more cars sold would mean lowered costs of production and selling; of battery-ignorance and poor charging facilities, because it would quickly be recognized that good vehicle service is the necessary auxiliary of successful vehicle selling.

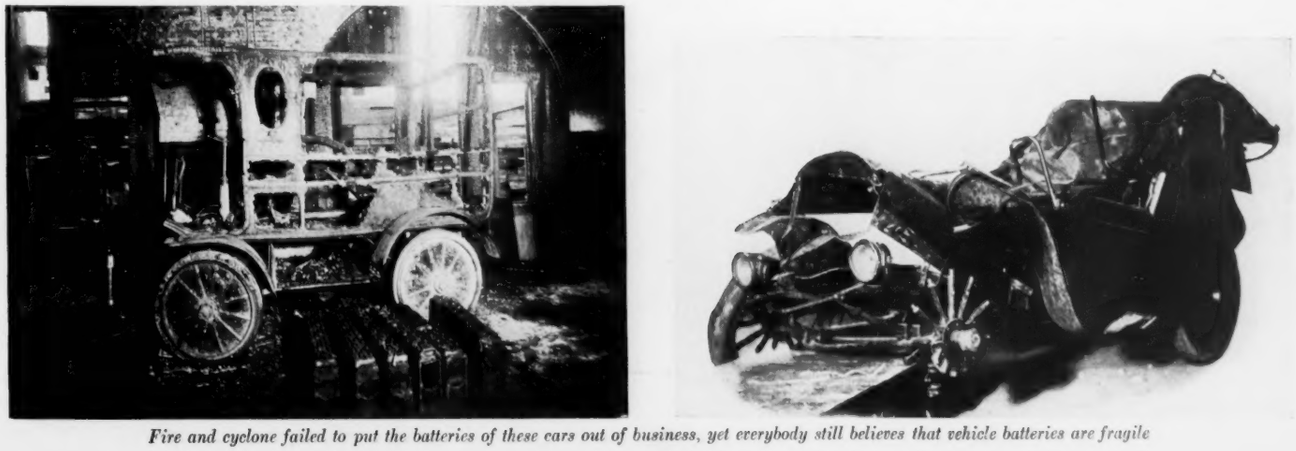
Once the central station makes up its mind that the electric is plenty good enough to sell and satisfy customers; once it has installed its full quota of trucks and passenger cars in its own service; once it has cured its employees of the habit of "knocking" the electric, because it was built for normal, efficient service instead of for joy-riding; once it has decided on a definite vehicle sales policy and called in the manufacturer's expert to help;—once it has done all these really simple things courageously and with resolve to win, I promise that it will very shortly verify, in its own experience, my claim that the public has enough latent faith in the electric to make it a very profitable proposition for the average central station. So now, on the eve of the Electric-vehicle Convention —they say it will be the most practical every held—let us get faith and crystallize it into real action.

A Rugged Weakness

Batteries which were once Considered the Weakest Feature of Electric Cars now Withstand Abuse and Accident

ENGINEERS can tell in highly technical and absolutely precise terms the exact facts regarding batteries—and when they get through the ignorant public knows no more than it did before. The public believes, because it has been told, that storage batteries are as delicate as favrile glass, as temperamental as a vaudeville actorine, and with an inanimate malevolence comparable to that of the animate hyena. Time was when the public thought the same of a gasolene motor. But the gas-motor people set about a campaign of education, in which the silence, dependability, capacity for overload and grief, in fact, every constructive argument that could be adduced, was presented vividly and in a manner which would appeal to and convince those who had not the knowledge to appreciate engineering facts. Something of the same sort should be done by the electric-vehicle interests.

The public, as has been said, believes that the battery is the electric vehicle's weak point. Most people know that electric motors are safe and dependable. Most people agree that controllers and transmissions can be made to operate



Fire and cyclone failed to put the batteries of these cars out of business, yet everybody still believes that vehicle batteries are fragile

Horse Flesh Versus Electricity

Merchandise is now delivered by motor trucks to points 30, 40 and 50 miles away from the big city. This increased radius has automatically eliminated the horse.

But the bulk of deliveries are still within the 15 mile city zone. This "bulk"—which is from 70 to 85 percent in volume—is almost wholly within the economic field of the Electric truck. With gasoline trucks for the very long hauls with few stops and the Electric truck for the shorter hauls with many stops we have really no need for the city truck horse except in isolated cases.

Nearly $75,000,000 worth of fine American horses have gone to Europe within 12 months. Good horses will be higher than ever as a result. Trucking horses however good die by scores of thousands from the heat; others get broken legs on icy pavements; *entire stables are cleaned out by epidemics.* Hay, grain, straw and other supplies keep climbing in price. Why attempt to keep up delivery equipment so inefficient at constantly increasing expense?

We have some valuable figures involving the relative efficiency of horses and G. V. Electrics. We suggest that you ask for them and for our handsome and interesting catalogue.

General Vehicle Company, Inc.
Long Island City, N.Y.
New York, Chicago, Boston, Philadelphia

Copyright, 1915

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under any requirement. Most people understand that car bodies made by experienced manufacturers may be sturdy, graceful, luxurious. But they persist in the belief that the very vitals of the electric car—the batteries—are as undependable as the winds of heaven. Therefore, they veer away from the electric.

The Edison Storage Battery Company is doing something to overcome this suspicion. For many months it has been gathering facts, figures and photographs of a sort which appeal to the popular imagination, and which tend to prove that this company's product, at least, has hardihood. Spectacular examples of how their batteries have passed through fire and flood, how they have been tossed off bridges and blown skyward in cyclones, have been published broadly. Some of the feats performed by Edison batteries remind one of the "stunts" of movie actors, and the method of publicising these feats equally remind one of yellow journalism. Yet this is exactly what the situation requires. The public cannot understand and will not listen to a technical argument, but the public will and does gaze in wonderment and with conviction upon a spectacular presentation of such an argument.

Here are some of the "stunts" by Edison batteries which, coupled with highly striking photographs, are proving to the man-on-the-street that storage batteries *can* be made which will not fall apart when spoken to unkindly.

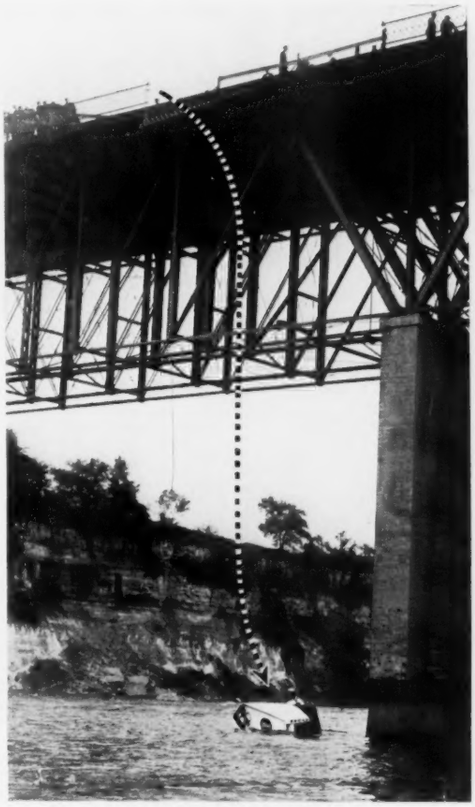
One instance was a fire in Indianapolis, a year or two ago, that burned a garage to the ground. The next morning an electric car was run from the ruins on power supplied from its Edison batteries even though the body of the car was burned and the wooden trays in which the cells were assembled were badly charred.

Another trial by fire occurred in 1913 when the garage of the electric light company of Cambridge, Mass., was burned and its contents practically destroyed. The remains of one Edison equipped truck is shown in the illustration. With the exception of two cells in this battery, none were beyond repair—in fact, practically nothing had to be done except insert new rubber parts when the cells were recanned.

Numerous instances are on record where these batteries have demonstrated capacity to withstand severe concussion. They have passed through collisions with little more than a few dents. A delivery wagon owned by Bonwit, Teller & Company, New York, was jammed between a street car and the boulevard fence and curb at 111th Street. The wagon was smashed almost into kindling and the fence was bent, but the only damage done to the battery was to split the bottom slat of one wooden tray.

The latest demonstration of ruggedness publicised by the Edison Company occurred at Minneapolis. One of the 36 electric delivery-wagons built and owned by the Purity Baking Co., of St. Paul, left the roadway of a bridge, crashed through the iron side railing and plunged 100 feet into the Mississippi. After it had been submerged for about 12 hours, the battery was removed. Some of the steel containers were considerably dented and the wooden trays showed the effect of the fall, but before any repairs whatsoever were made the Edison battery was put on "bench test" and every cell was well above rated capacity.

The experience of the battery in the Omaha cyclone is another interesting incident. A Detroit roadster was buried



This is not a movie "stunt," but depicts an accident to an Edison-batteried car. The battery was fished out and put back in service, none the worse for its plunge

under tons of brick. The metal hood of the car was crushed down on the battery making a short circuit that burned off the "jumpers." When the report of this catastrophe was made and it was found that there was not one damaged cell in the lot, the customer said, "If a cyclone can't do it, what can?"

The Edison battery has been on sunken boats and lain for hours completely submerged in salt water, without injury.

Fire totally destroyed the shipyard of the New York Yacht and Engine Company so that there was not a semblance of a boat or building left. Before the fire, there was a handsome 65-foot power boat in the shipyard about ready for launching, equipped with 28 cells of Edison battery which were in a mahogany box, located on the deck. After the fire, the first objects to catch the eye as one approached the middle of the ruins were the 28 cells standing up on top of a heap of ashes, twisted iron and débris. The heat had been so great that it had melted the brass manifolds on two engines; slate switchboard and instruments installed about three feet from the battery were totally destroyed. However, there was sufficient charred insulation in place on the battery to permit a test, and this showed an average of 1.3 volts and the current available in the battery was sufficient to turn a No. 14 wire red hot in a few seconds.

Again, on a whaling vessel, ice-bound for eight months north of the Arctic Circle, the batteries demonstrated their dependability in spite of the intense cold, this time as a source of light.

These examples proving the hardihood of the Edison battery have been widely publicised and have done a great deal to overcome the popular superstition that batteries of all sorts are flimsy and unreliable. More of the same sort of publicity should be evolved and given to the press. While it is obvious that the Edison battery will withstand an amount and kind of grief which would undoubtedly put other types or makes of battery out of business, the point of the argument is that this is the sort of advertising the industry needs to combat a foolish and groundless popular suspicion regarding all batteries. The gas-car men have pointed the way. Through a long term of years and at great expense, the makers of gasoline motors have conducted reliability runs in profusion, sealed hood runs, low-gear runs, high-gear runs—every sort of spectacular test that would attract attention and prove their case.

The electric-car men, on the other hand, have spent, at times, as much energy to prove that another car or battery was without merit as to prove that their own individual make was reliable. The "knocking" has had the usual boomerang effect. Buyers have argued that, if all electric cars and batteries are worthless except the single one under discussion, then the electric car as a general proposition must be a pretty risky investment. Everyone knows that there are dozens of good gas cars. To listen to a number of electric-car men, one would conclude that there is not one good electric. So the customer too, frequently decides not to take a chance.

This is a plea for constructive publicity and salesmanship. The Edison Storage Battery Company, by use of spectacular examples which appeal to popular imagination, is developing the belief that electric batteries are sturdy and dependable. This company is building up popular confidence in *all* storage batteries. Of course, the Edison folk are selfish—we all are—but the cold fact remains that this campaign of education is constructive and confidence-breeding. The industry needs more like it.

The Electric Car from a Gasoline Viewpoint

Abstract of paper presented before the New York Section of the Electric Vehicle Association.

MAKE it easy to own and operate an electric passenger car. To popularize any movement you must make it easy.

Without fear of general contradiction we do not hesitate to state that it is not as easy to operate an electric car in a score of our cities today as it should be. Central-station interests who furnish the electric current are away behind. Let them stop theorizing and get down to practical facts. The central-station interests are not one-half so practiced today in the promotion of electric vehicles as are the concerns manufacturing and selling gasoline in their respective car fields.

Become practical. Make it easy to operate an electric. Take the electric current to the car owner as a gasoline man has taken the gasoline to his owners. Our main city streets are literally dotted with curbside gasoline stations. The pumps are located so that it is easy for the driver to take on supplies. Go further into our country roads, and we see the curbside gasoline depot, brightly painted and illumined with colored lights and signs so that you cannot miss it.

But our big gasoline interests go further. They make it easy for the owner living in the small village with his private garage. They will sell and deliver gasoline to him at any time and in small quantities and at the lowest rate. Gasoline service to the private garage is as easy as purchasing groceries over the telephone.

Our central stations have not been active; they are not doing their share in the great problem of making it easier to own an electric car. We must bring electric current to places our electric cars frequent, and to develop the business as it should be, we must bring the electric current to many places that electric cars *should* frequent.

There are literally hundreds of such places within the confines of our greater cities. Suburban golf clubs should all have charging facilities. Country clubs must have charging stations, so must suburban hotels, so must suburban social centers, polo fields, great tennis courts, seashore resorts, race tracks where society gathers for the week-end, fashionable bathing resorts, baseball parks and a score of other social and amusement centers scattered within the boundaries of our larger centers of population.

Central-station interests must awaken to this situation of inconvenience which today confronts the owner of the electric vehicle. For the present, let them forget the manufacturer of cheaper electric vehicles with millions of sales and make it easy for those who have cars today to utilize them to the fullest extent.

The missionary work should not all come on the shoulders of the dealer; it should not all come on the shoulders of the car manufacturer, perhaps it should not all come on the shoulders of the central-station people. But one thing is certain, that present methods must be remedied before it is possible for the electric to get started.

It does seem that our central-station people who profit directly by the sale of current should take up the leadership and assist dealers, manufacturers, owners and operators. Let them carry on a work similar to what gasoline merchants are doing in their field.

Certain abuses in our garaging arrangements make it difficult to own an electric.

If an owner is not getting sufficient mileage in a charge and takes it up with the dealer, the blame is placed upon the battery, or perhaps the tires. When the problem is taken up at the battery service depot, the blame is shifted to the car or the tires. When the trouble is taken up with the tire makers, the blame is shifted to the battery or the car. One "passes the buck" to the others, and the owner gets a cycle of disappointments. This condition can be remedied. There is no reason why central-station interests should not lend their influence in solving the problem.

Too often electric dealers go forth in a defeated state of mind to sell their vehicles. Before leaving their sales rooms they are convinced in their own mind that the cheaper gasoline coupé is going to defeat them, or they are defeated by the traffic argument before reaching

From every angle, Walker Electric Vehicles are best for every Central Station

THE money they save will actually pay for them. They give better delivery service—because they are built to stand up—to keep going under every load and road condition. A splendid moving advertisement surely for any Central Station! And an advertisement that your Central Station should have.

The Walker Balance Drive and the Walker "adaptability" idea are features that mean much to you.

Let us submit all the facts about Walker Balance Drive Electric Vehicles without obligating you in any way.

WALKER VEHICLE COMPANY

CHICAGO, ILL. Branches: New York—Boston—Cincinnati

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their prospect. This must be overcome. Education is the keynote to the solution. The dealer may have to sell his own salesman. This can be done by actual demonstrations.

Manufacturers and dealers in electric vehicles have always been too averse to competitive tests. Eight years ago when the gasoline makers were meeting every week in reliability contests, hill climbs, economy tests, track races and road races, the electric makers were quarreling among themselves and could not get together on scarcely a single contest. They doubted the veracity of one another. They were afraid of the competitive tests lest one maker would put in a non-stock battery or a different motor winding to meet conditions. These were very damaging moments for the electric industry. These home quarrels of the electric people were readily seized upon by the gasoline car dealer, who turned them to his own profit. One of the greatest assets accruing from competitive tests in the wide general publicity given through the technical, daily and weekly press. The gasoline industry has thrived on this publicity for ten years: the electric industry has gone wanting. It is not too late today to revive the competitive tests.

Selling Vehicles as Merchandise

Ward Motor Vehicle Company and Edison Storage Battery Combine in Sensible Selling Plan

A SELLING plan has just been inaugurated by the Ward Motor Vehicle Company in New York City and environs, whereby the small merchant can buy an electric delivery wagon at a reasonable price, upon deferred payments and with the battery investment eliminated.

The plan was explained to representatives of the metropolitan central-station companies—the New York Edison Company, United Electric Light & Power Company, Edison Company of Brooklyn, Public Service Electric Company of Jersey, and a number of the smaller corporations serving the suburbs in a meeting held at the Edison Laboratories in Orange on September 20. At this meeting, Mr. Edison was personally present.

Briefly, the plan is to sell a "Ward Special" 750-lb. merchandise wagon at $875 and upon easy terms, this price to include the battery rental for the first year. After the first year the purchaser continues to pay a battery rental at the rate of something like $100 a year, plus a charge for excess mileage in event of his using the car above a specified generous mileage per day. The proposition is experimental and is advertised to be withdrawn on October 31, but this proviso, it is understood, is rather in the nature of insurance than because the companies interested expect to discontinue the policy. On the contrary, it is believed that as soon as the proposition has been tried out for a long enough period for them to have definite data, the Ward and Edison Companies will extend the offer throughout the country. As evidence of the confidence which the two manufacturers feel in the plan, it was freely gossiped among those present at the preliminary meeting that no less than 200 cars are expected to be disposed of within the trial month or six weeks that the scheme is now advertised to be in force.

In a statement made at the meeting above referred to, Chas. A. Ward, secretary and treasurer of the Ward Motor Vehicle Company, said:—

"Up to the present time, the obstacle in the way of the universal use of electric vehicles for delivery purposes has been the rather prohibitive initial cost. Owners of small establishments—druggists, butchers, bakers, florists, etc., have been loath to give up their stables because of this high initial purchase cost of a dependable electric car.

"Now, the charging of a battery per month is considerably less than the feed, stabling and general up-keep of the old-fashioned 'horse-and-wagon' outfit.

"Merchants, facing the keenest type of competition, cannot afford to be sentimental in the matter. The problem of quick delivery, long and short hauls, aggravating traffic congestion, the high cost of stabling, harness and feed makes some sort of change imperative.

"One of the managers of the great electric fleet of the Ward Bread Company is authority for stating that the use of the electric in their business has really made the business possible. Year in and year out, these sure messengers go forth to all sections of the great city and its environs, for the prompt delivery of bread is of real importance. There must be no delay—there must be no disappointment. Excuses will not be accepted at the breakfast table.

"It is the intent of this campaign to convince merchants that modern delivery is electric delivery, and that Mr. Edison, himself, has shown the false economy of the horse."

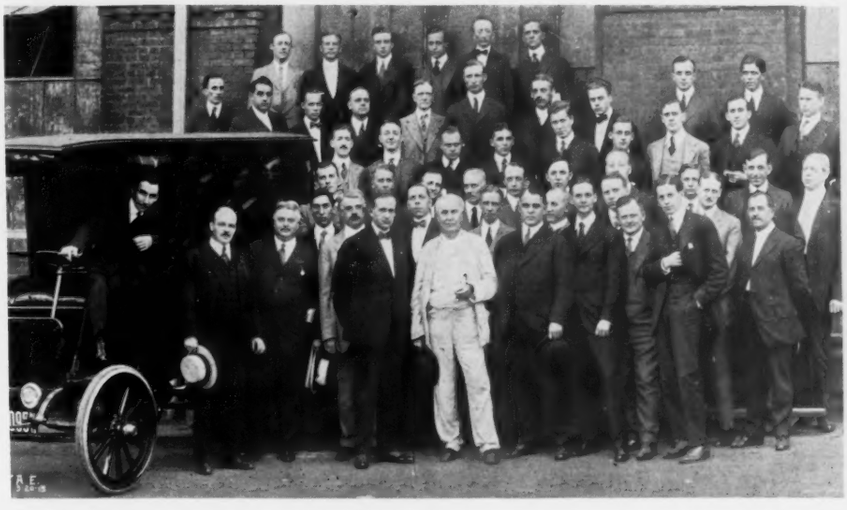
William C. Andrews, press representative of the Edison Storage Battery Company also gave out a significant statement under the title, "Edison Rents Batteries on a Monthly Basis."

"Thomas A. Edison has developed an entirely new method for obtaining cheap delivery service. By renting his alkaline storage battery at a nominal price per month, he has put the electric vehicle within the reach of every merchant."

The great inventor explained his plan as follows: "The merchant purchases his electric delivery vehicle on the installment plan and hiring the battery to run at a nominal monthly rental. This not only makes the first cost of the equipment very low, but starts a new and very much simpler and cheaper method of operation. The rental system of the Edison Storage Battery Company is the first real opportunity for every merchant to obtain the benefits of cheap electricity in reducing his delivery costs.

"The Edison-Ward plan inaugurates a new era in electric-vehicle sales methods and promises to be far-reaching in its effect on the industry."

That this last remark is true, no one who is familiar with the status of the electric vehicle will seriously question. The sales methods of the past have lacked in large measure the merchandising instinct. High initial investment, uncompromising terms of payment, and a lack of these sales elements which appeal to the popular imagination, have restricted the electric-vehicle field to merchants large enough and rich enough to consider the proposition on an engineering basis and in a very large way. The cars have given satisfaction wherever they have sold in quantity and to buyers who undertook to operate them with ample facilities. But the small merchant has been virtually prohibited from buying. The new sales plan opens the way, and should it prove successful in the New York districts, it is safe to say that it will spread rapidly throughout the country.

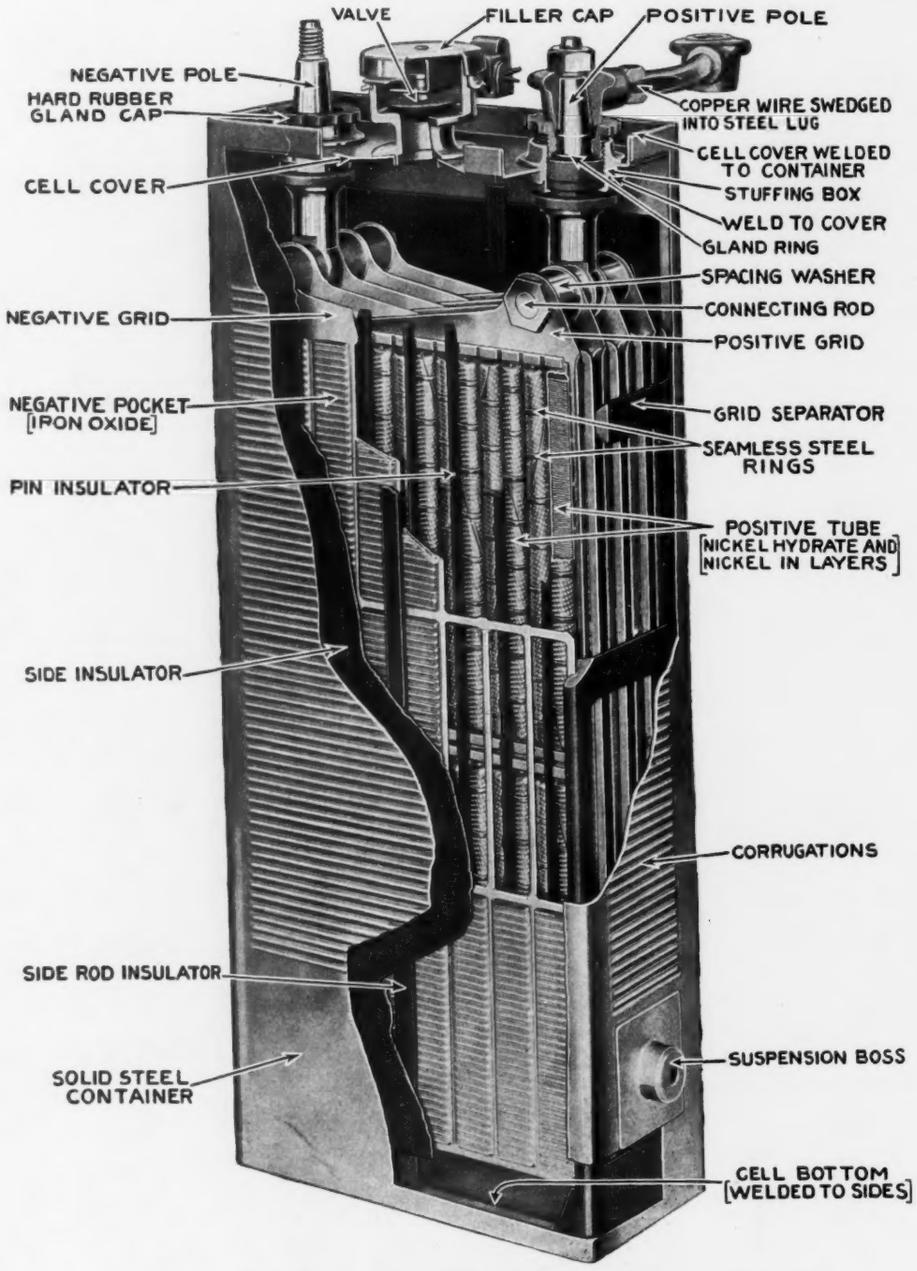


Thomas A. Edison, Charles A. Ward and group of central-station men in conference over the new Ward-Edison plan for selling electric delivery wagons

Dependability **Strength** **Power** **Permanence**

The Edison Alkaline Storage Battery

A Masterpiece of Mechanical Construction



Edison Storage Battery Company

Main Office and Factory, Orange, New Jersey

Distributors in

New York Boston Chicago Detroit Washington San Francisco Los Angeles Portland, Ore. Seattle

1915

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(Continued from page 292.)

The suggestions contained in the above letter are worthy of your serious consideration. As the greatest value to central stations comes from the continual use of heating appliances, it seems to me very essential that the central station should see that these appliances are kept in operating condition.

The introduction of the heating appliances is greatly limited in some localities due to the small proportion of residences which are wired for electricity. People living in unwired houses are not usually considered as prospective customers and have, therefore, been consistently avoided when special campaigns are being conducted. It has been demonstrated by experience, however, that even this class affords an opportunity for appreciable sales. During one special campaign which was conducted just previous to the Christmas holidays, the solicitors were instructed to leave appliances on trial even in unwired houses. Many of these appliances were purchased as gifts for friends whose houses were wired. A few even were sold to house-wiring prospects.

A combination of the group-sales method with installment payments and a house-wiring proposition has been utilized by the Ohio Light and Power Company of Mt. Vernon, Ohio. The offer was limited to 100 homes and comprised concealed wiring for kitchen and dining-room complete and the choice of two electric appliances. The price of the combination varied in accordance with the value of the appliances selected. For instance, the Group 1 offer was as follows:

Wiring Two Rooms	$ 8.00
Electric Iron	3.50
Electric Toaster	5.00
Regular Price	$16.50
Special Price	9.65

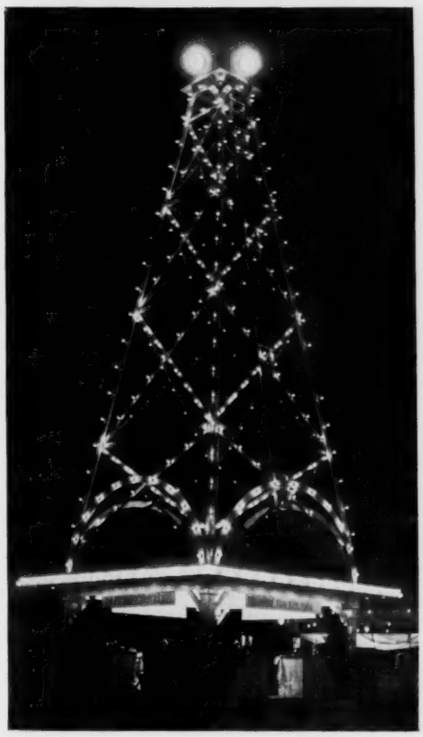
THE development of electrically heated appliances for industrial purposes has shown the advantages and almost unlimited possibilities of this service. To the central station, they offer the advantages of increased income, added day load and a better load factor: to the consumer, safety, cleanliness, flexibility and convenience. Sanitary conditions are improved. Losses due to transmission of heat by other methods are eliminated. Installations may be placed where most convenient or may be readily removed with minimum trouble. Electrical industrial applications are easily regulated and controlled and invariably result in increased and improved production with decreased manufacturing cost. The field for their extension is a wide one covering an enormous variety of uses where steam heat and direct combustion methods are now utilized. In addition, there are many new propositions where electric heating may be applied which are impractical or even impossible with ordinary methods.

The design of most industrial applications require special development because of the various requirements which involve a large range of temperatures and special shapes and sizes of the parts to be heated. This work is obviously much more complicated than the designing of units for domestic appliances which have a standard form, size and wattage. The manufacturer has devoted a vast amount of experimental work to this subject and has perfected a complete line of satisfactory heating units, each of different design, in order to meet the numerous and varied specifications. This makes it practically impossible to carry a stock of such units, and the present limited business, due principally to the neglect of the central stations to enlarge this outlet together with high-service rates, has tended to maintain high prices for this apparatus. Another feature which has hindered the more extensive use of these appliances is the demand on the part of the consumer for special apparatus instead of utilizing some of the standard units or devices already developed. This condition is being gradually eliminated, however, and all progressive manufacturers now have appliances available to fill the need of the most important processes.

A Tower Demonstration of Appliances

KOKOMO held its annual $100,000 industrial exposition during the week of September 20, approximately 50,000 people attending. It was conducted under the auspices of the local chamber of commerce and its great success was made possible by the hearty cooperation and well-directed efforts of 85 per cent of the local industrial and mercantile institutions. Over 150 exhibits of made-in-Kokomo products were shown. The Indiana Railways & Light Company was early on the job with the right combination of civic spirit and selfish policy.

Under the initiative of O. M. Booher, new-business manager, the company worked out and furnished an elaborate ground-lighting system and staged an exhibit of current-consuming devices which proved to be an important factor in the week's appliance sales. The accompanying photograph shows a night view of this exhibit. A tower, 70 feet high, was built and lighted with 450 Mazda lamps of the 10-w. size, 60 of the 25-w. size and one of the 1000-w. size. On top of the tower were placed four



O. M. Booher's "Tower of Light"

"American Beauty"
Electric Iron
The Best By Ironing-Board Test
GUARANTEED FOR ALL TIME
American Electrical Heater Company
1335 WOODWARD AVE.
DETROIT MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS
AMERICAN
ELECTRIC HEAT

500-w. General Electric focusing floodlight projectors which proved very effective for lighting up a great portion of the exposition grounds. The appliances, as the picture shows, were exhibited and demonstrated in a suitable space provided for that purpose at the base of the tower. Appropriate souvenirs were also parcelled out.

Mr. Booher, who designed and had charge of the exhibit, says that his company secured, during the week, some 300 house-wiring prospects in an original manner. Before the exposition opened, good-sized newspaper displays announced that five houses would be wired free during the exposition to the extent of $10.50 each. Every owner of an unwired house adjacent to the existing lines of the company was asked to sign his name and address opposite a number in a ledger provided for the purpose at the company's booth. The exact conditions of the offer, as announced in the newspapers, were as follows:

"1—House to be wired must be near enough to our existing lines so as not to require new poles for connecting of same and can be located in Kokomo, or any other town or country extensions which we serve.

"2—Every lucky draw will entitle the lucky person to a four-room equipment, wired complete, viz.: 4 cord drops and Mazda lamps, one wall switch and cut out, value $10.50, or in case house requires more equipment a $10.50 credit will be allowed on complete wiring contract, and must be taken advantage of by November 30, 1915.

"3—There will be five numbers drawn at 6 o'clock Saturday, September 25, corresponding to five addresses of houses to be wired. Mayor Stidger will draw the numbers.

"4—Only one signature for one address. In case there are more the first one signed only will be considered in the drawing.

"5—In case a number is drawn and we find later that location of house does not conform to conditions the sixth number and so on will be drawn.

"6—In case signer owns more than one unwired house, he can sign once for each address.

"We extend to every one a hearty welcome to visit us under the Tower. If you don't already use our service, we wish you would try your luck; no obligations."

Note that the winners are allowed the option of the $10.50 wiring equipment or a $10.50 credit on a complete wiring job. As the company salesmen were assigned to call on the five winners, as well as the 295 additional prospects after the exposition, there is reason to believe that all five or at least a good part of them will consent to having their houses wired throughout. A number of appliance orders were also taken during the week.

The active cooperation of the Indiana Railways & Light Company during Exposition Week is but one evidence of this company's policy of continual participation in civic affairs. T. C. Reynolds, general manager, is president of the Kokomo Chamber of Commerce and Mr. Booher, a member of two of its most important committees.

Sticker Sells 160 Irons

THE Watertown (S. Dakota) Light & Power Company sold 160 electric irons in July and August solely by means of a small sticker attached to the monthly bills. A reproduction of the sticker is here shown.

"The sticker was pasted at one end of the face of our bills on July 1," explains Clement H. Bell, superintendent of the Watertown plant, "our original intention being to limit the sale to 100 irons. However, the irons went out so rapidly that we changed our plan and made the sale extend through July and August, with result that we sold 160 during that time.

GUARANTEED
ELECTRIC FLAT IRONS
$2.00
$2.00
Why endure the drudgery of ironing with an ordinary flat iron when you can have an ELECTRIC Iron for $2.00
THE ELECTRIC LIGHT CO.
PHONE 2133

"No salesmen or solicitors are employed by this company, so we must depend entirely upon over-the-counter sales to distribute appliances.

"We feel very well satisfied with the results. We used in the sale two well-known makes of irons whose value was known to our customers because we have been handling them for some time at the regular list price."

Watertown is a city of only 9,500 population and previous to this special sale there were approximately 750 electric irons in service in the territory. The special sale brings the total up almost to an average of one iron to each ten of population—certainly an enviable record. And when it is remembered that this record has been attained without the help of outside solicitors it is evident that the idea of "doing it electrically" is pretty well developed.

More About the Dayton Campaign

THE September issue of *Electrical Merchandise* contained an article entitled, "Showing the Dealers How to Do It," which described how the Dayton Power & Light Company temporarily resumed appliance selling and made a big six-day record. Some "inside" selling news has since come in which is worth repeating as evidence of the effect of judicious appliance campaigns in stimulating public interest which has long lain dormant. Giving away a free ironing board with an iron is an old trick, but if you don't believe that it still works, read this post-card order which came in from a vacationist:

Greensprings, O., August 19, 1915.

I saw your ad in the paper while visiting up here, and as I shall not be at home until Saturday night, I will appreciate it very much if you will deliver one of the electric irons and ironing boards (as you advertise) on Monday, c. o. d.

Respectfully,
Mrs. J. E. Feight,
227 N. Boulevard,
Dayton, O.

Two or three direct-by-mail out-of-town orders came in this way. A number of people bought new irons, although they already had old ones in good condition. But they wanted the ironing board, and it was easy for the salesman to show the customer, in each case, that the new iron could be put away and later given to some friend on Christmas or other suitable gift occasion. Other people, who were not yet wired for service, bought the irons on the argument that they hoped to have their houses wired before long, and felt that they ought to take advantage of the bargain offer.

One interesting feature of the sale, not previously mentioned, was the motion-window display which showed a colored woman doing electric ironing. Two women worked on a double-shift so that this feature was continuously presented to people who passed the windows of the central-station's temporary electric shop either by day or night. The goods were delivered by electric truck. In each house, the delivery man read the voltage to ascertain whether the customer was properly equipped for satisfactory iron service, and also to be able later to report to his office the houses where the voltage was low. He also ascertained on what circuit the iron would be used. If that circuit was fused with a 6-ampere fuse, he changed it to a 10-amp. fuse before leaving the house. This, of course, is service that breeds permanent customer satisfaction.

Labor-day Window Contest

The prize-winners of the New York Edison Company's Labor-day window display contest have been announced. The first prize was won by A. E. Westervelt of the lighting inspection bureau, and the second prize by Charles Langford of the distribution department. Mr. Westervelt's window shows two characteristic New York Edison figures, one pressing the button which turns on the current to allow the other to use the electric vacuum sweeper. The following rhyme appears in the design:

Labor long has held its sway
And every day was Labor Day
But now one's work is play you see
By using Electricity.

It is the custom of the New York Edison Company to conduct window-display contests several times each year. The awards for successful designs are made in gold.

ELECTRICAL ADVERTISING

Signs Display Lighting Window Lighting

Examples of Factory Pride

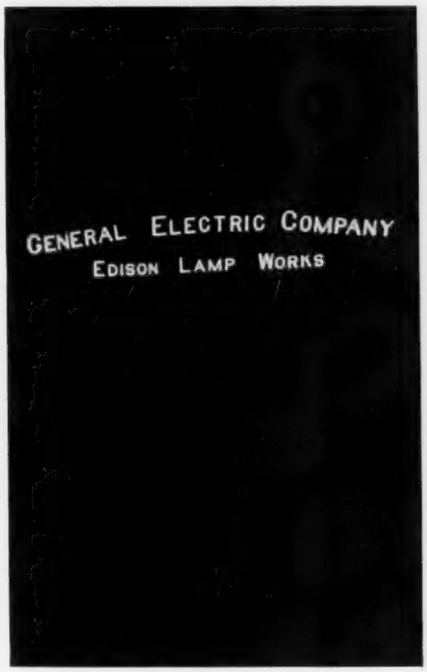
Some Notable Roof Signs and the Central-station Sign Opportunity they Suggest

ONE of the leading articles of the August issue of *Electrical Merchandise* discussed the electric roof-sign as the effective symbol of factory pride. On this page we offer several additional pictures of factory signs as well as some interesting and suggestive remarks by a factory-sign expert, James M. Gilchrist, secretary of the Federal Sign System (Electric) of Chicago. He says:

"In most forms of advertising the space occupied is the feature for which the advertiser pays. He regards the cost of getting up cuts and preparing suitable copy as incidental and it may properly be considered as such, as the big proportion of the advertising cost is payment for space. A good 90 per cent of the factories in this country have valuable advertising space going to waste simply for the want of a very small amount of investment required to put the space to work by the use of an electric sign. Many concerns recognize this fact partially by installing unilluminated signs, but this is only going half way, and incidentally, going the half way that brings the least returns.

"In the day time, there are many things to distract the passer-by. He is absorbed in his business matters. There are people passing and there are always things of interest to attract his attention elsewhere. At night an electric sign stands out preeminent. It cannot be overlooked. The people on the streets and passing by in the cars are at leisure. They have time to look around and the impressions registered on their minds at such times are much more likely to be given consideration either then or at a future time.

"A great many factories are situated along trunk lines of railroads. The advertising space on the roofs of these factories is unusually valuable. Anything that relieves the monotony of a railroad trip is of interest, and further than that, it gives the prospective purchaser a feeling of acquaintance with the factory that will certainly influence him in the matter of buying. I have in mind a factory down in central New York State upon which we installed a large roof sign. In former days, I went by that factory numerous times without having the slightest idea what concern it was. It happened to be a very well-known concern, and since the sign has been installed, I have felt a personal. acquaintance with the factory. Now if at any time the question of purchasing goods from this concern comes up, undoubtedly the knowledge of that factory and of its extent and character will influence in my decision, which would not be the case if it hadn't the electric sign.



This company has faith in its own medicine

"Factories are generally so located and so constructed that very effective signs can be put on at quite moderate expense. The best type of sign is a simple cut-out letter either in plain, readable block type or possibly following the trade mark of the concern for distinctive design, apart from the lettering, which can be shown effectively on such a sign, with possibly some flashing arrangement which will be simply and easily operated and yet will add materially to the attractiveness of the sign.

"Other novel and effective signs can be worked out which are adapted to particular locations. For instance, a sign can be installed vertically on the side of a tall chimney, thus reducing the cost of construction and yet providing excellent publicity; or a sign can be attached to the water tank which is generally a fixture on every factory of any size. In a city the water-tank signs should be particularly effective. One has only to realize the impression of thousands of water tanks gained by looking out over the roofs of a city to realize the amount of valuable advertising space

A proclamation of factory pride which "owns" the Jersey shore

Every electrical manufacturer needs a factory sign

that could be utilized with small expense that is going to waste every day. Certainly no business concern, having a factory along a railroad or in a city where it is passed by street-car lines, is making the most of its possibilities if it does not advertise itself by means of an electric sign on its factory."

It will now be profitable to study the accompanying photographs and note how well they exemplify certain of Mr. Gilchrist's ideas. The fountain-pen sign is installed on Factory No. 1 of the L. E. Waterman Company in New York City. Its electric message by night can be read from Brooklyn Bridge and all the heights of Brooklyn. In the words of F. P. Seymour, advertising manager of the company, "Our sign has been read over and over again by millions of people." This Waterman sign is one of the best in New York. It not only symbolizes Waterman factory pride, but Waterman quality in the minds of the New York and Brooklyn public. The other factories, headquarters and branch stores of this company are also equipped with electric signs.

The other factory signs mentioned in this article are Federal signs. The Colgate sign is located on the Hudson River front at Jersey City. It compels the public eye along the Jersey coast and the entire length of lower Manhattan. In addition to this sign, another is installed on the 280-foot tower of the Colgate factory. It is a flashing effect, the words, "Colgate & Co." first appearing, quickly followed by the word, "Comforts," in electric letters, 11 feet high.

It is both conceivable and probable that Colgate & Company's full-page color displays on the back covers of popular magazines are overlooked every month by a large number of readers.

A talking factory sign

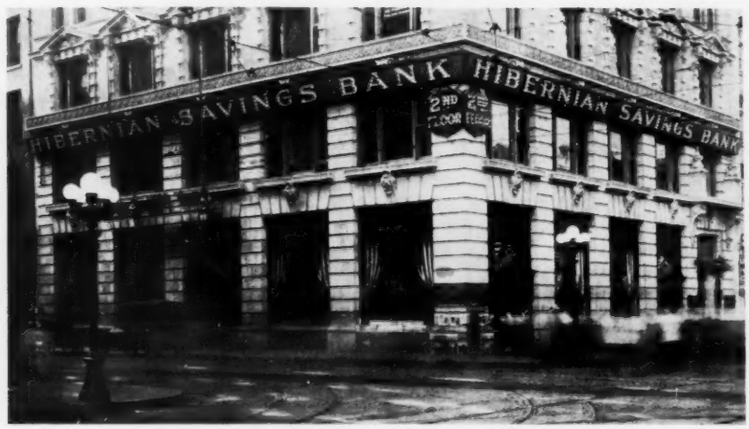
But the combination sign display on their factory is one of the best proofs of Mr. Gilchrist's contention that a well-located electric factory sign cannot be overlooked by anybody who faces it.

The Atlantic White Lead sign is located on the Brooklyn factory and is a splendid example of simple but commanding electric display. The frame is about 210 feet long and the letters 10 feet high. About 700 lamps are contained in this sign. In erecting this sign the ingenuity of the builders was severely taxed because the location was a difficult one. However, this strong symbol of factory pride was well worth the trouble, for it redeemed valuable advertising space that formerly went to waste.

The Strathmore Paper Company is housed in a fine modern factory, overlooking the railroad at Woronoco, Mass. The pride of the management in its factory and the quality of its product is fittingly symbolized by two signs like the one in the picture. Each sign is 142 feet long, and contains 8-foot trough letters.

The Monument Mills at Housatonic, Mass., are realizing profitable advertising returns on a moderate factory-sign investment. The overall dimensions of this sign are approximately 15 by 79 feet. The letters are 3 feet, 6 inches high, and the display contains 750 lamps.

THIS IS INSTALLATION NUMBER TWO



Repeat orders are what count. A good salesman can sell ONE of almost anything, but it takes Quality and Service to bring the repeat orders.

The above illustration of the two 2nd-floor signs on the Hibernian Savings Bank, Los Angeles, shows the SECOND installation of this kind we have completed within the past sixty days.

YOU need the kind of signs that bring repeat orders. Of course, you can buy cheaper signs than we make—commonplace signs to look at and ineffective as advertisements.

But YOU don't want cheap, commonplace signs. Your customers don't want cheap, commonplace signs. You and your customers want GREENWOOD

Individuality

LET OUR NEAREST FACTORY SERVE YOU

Greenwood Advertising Company

Knoxville, Tenn. **Los Angeles, Calif.**

The signs on the Newark factory of the Western Electric Company and the Edison Lamp Works at Harrison are good examples of factory signs in the electrical industry, itself.

The sign on the Bridgeport factory of Harvey Hubbell, Inc., evinces the fact that "cuts and copy," as we understand the term in magazine and newspaper advertising, can also be utilized in the factory sign to give the public a more complete mental picture of the goods than words alone can give. A display like this sticks in the mind. The overall dimensions are 24 by 58 feet, the letters are 4 feet high, and the sign contains 500 lamps.

To conclude: a superficial investigation of the field has revealed a national distribution of upwards of 500 electric factory signs. A thorough canvass of the whole country would no doubt unearth as many more. Of course, considering the extent of American industry, the ground has been scarcely scratched, but a good start has been made and subsequent business should follow rapidly. All that is needed is more faith on the part of the central-station sign salesman, a clearer appreciation of the profitableness of the factory-sign load and its stimulating effect on all sign business.

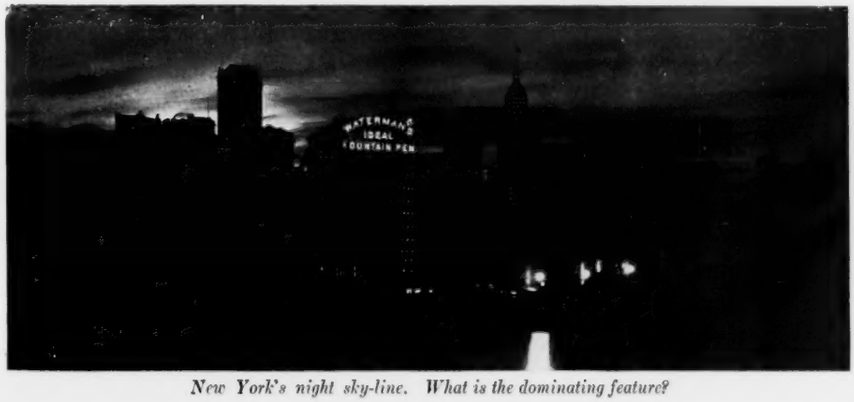
The market, as we see it, is three-fold; factory signs can be sold to the big national advertiser in his own city; facsimiles of his sign can be favorably placed in other cities and intelligently linked to his whole chain of advertising; factory signs can be sold to the great mass of manufacturers who do but little or no advertising direct to the consumer. The big national advertiser should be very amenable to argument: he is already an extensive user of magazines, newspapers and street-car cards, but he is backward in using spectacular outdoor advertising. One reason for this is that the advertising agent, on whom the advertiser leans so heavily for advice regarding the choice of mediums, is comparatively unfamiliar with the appealing power of the lighted sign. This very agent may have impressed his clients with the dollars-and-cents value of factory pride as exemplified by attractive buildings and grounds, modern machinery of production and the social betterment of employees, but he has been singularly blind to the kind of factory pride which often redeems by night the unsightly or uncentral factory.

An announcement of factory pride to railroad travelers

This sign is more than a label; it shows the goods

This myopia costs the advertiser a potential advertising medium, and the electrical industry no mean sum in undeveloped revenue. It can be corrected only by a concerted and continuous drive on the part of the sign manufacturer and the sign departments of central stations.

The manufacturer who is not essentially a national advertiser makes a larger but somewhat slower market. For he often has to be taught the abstract value of advertising before he can be sold the concrete medium. However, he is like his more advanced brother in this respect: his factory is either so favorably located along a railroad or at the city gate that it needs only a lighted roof-sign to make it a national landmark after dark: or it is so buried from the public eye that only the powerful magnet of the electric sign can draw it up to view. In either case, with the electric signs of the retail merchants and the national advertisers springing up all about him, he must be indeed blind and perverse if he cannot see how forcefully the sign arguments apply to him. The only real problem is for the sign salesman to present these arguments hard and often enough.



New York's night sky-line. What is the dominating feature?

WANTED

New Business men, to learn designing, estimating and construction of electric signs. We teach the above by means of twenty graded papers of from forty to one hundred typewritten pages each, supplemented by one hundred blue prints, covering about one year of study. Everything in the electric sign line, from the smallest transparency to the largest roof sign with moving attraction, included. Send One Dollar today for sample lesson, of forty pages, with ten blue prints, and full particulars about our system.

BUREAU OF ELECTRIC SIGN ENGINEERING
Dept. S.E., Milwaukee, Wis.

A Community-Owned

Mason-Monogram
(patented)

TALKING SIGN

will boost the sign spirit
in your city

Economical Sign Service
for your merchants

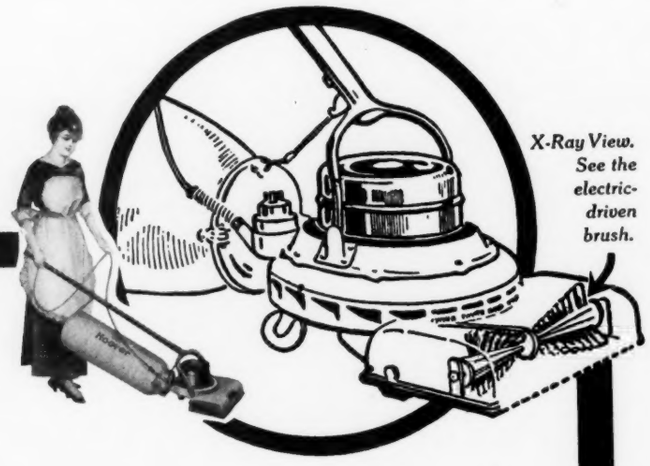
Substantial Revenue
for yourselves

Let us show you how to organize a Talking Sign Company in your town.

WRITE FOR BULLETIN 210

National Electric Sign Company
Jersey City New Jersey

Hoover Sales $50,000



X-Ray View. See the electric-driven brush.

—That's one central station's expected business for 1915

—and it is a very conservative estimate figured on the business for the first eight months. Another central station is going to do at least $30,000 worth of Hoover business, another $25,000, and so on. *You* can make more sales and larger profits than you ever thought possible with

THE HOOVER SUCTION SWEEPER

The Hoover makes enormous sales possible, because it is not only the most efficient cleaner on the market, but actually sells itself to prospects by the spectacular manner in which it absolutely proves its thoroughness in practical demonstration.

The Hoover is the only electric carpet sweeper and vacuum cleaner combined. In addition to cleaning with powerful suction, it has an electrically revolved brush of soft hair, which sweeps up the clinging hair, lint, threads, etc.—and which shakes to the surface the heavy, imbedded dirt—so that the suction can carry it all away.

Send the coupon for a Hoover at our expense

Find out at our risk and expense just what there is about The Hoover that makes it a better seller and a better friend-maker after it's sold, than other electric vacuum cleaners. Find out that it does a class of work that is absolutely impossible for any other machine of the kind.

Also let us place before you the particulars of The Hoover selling plan, which has been exceedingly successful for the electric companies that have used it.

Send the coupon now —before you forget

The Hoover Suction Sweeper Company, 903 East Maple Avenue, NEW BERLIN, OHIO

The Hoover Suction Sweeper Co.

903 East Maple Avenue, New Berlin, Ohio

With the understanding that there is no obligation or expense involved, you may send for our examination and testing one of your Baby Hoover Electric Suction Sweepers. Also send us particulars of the selling plan which has been used with success by other central stations.

Firm name.....

Post office.....

State.....

Your name.....

THE ASSOCIATIONS

Hattiesburg for Mississippi Meeting

The annual meeting of the Mississippi Electric Association will be held at Hattiesburg, November 10-11. A free-for-all discussion of selected topics will supplant the usual papers.

Vermonters at Rutland

A conspicuous feature of the Rutland fair and carnival week was the mid-summer meeting and outing of the Vermont Electrical Association, September 9-10. A New England clambake brought the occasion to a close.

Dallas Doings

The Dallas Electric Club has adopted the slogan, "Electrify Dallas," and has enlisted a large membership to make the motto a fact. The club issues a monthly bulletin, *Kilowatts*, of which J. H. Mosely has been appointed editor. E. N. Willis has been elected secretary-treasurer.

Northwest Convention

The eighth annual convention of the Northwest Electric Light and Power Association was held in Portland, Ore., September 8-11, more than 150 delegates attending. Here is the new slate: president, E. G. Robinson, Arlington, Wash.; vice-presidents, A. Norman, Eugene, Ore.; E. P. Bacon, Boise, Idaho; F. J. Roche, Billings, Mont.; H. J. Gille, Seattle; executive committee, M. C. Osborn, J. M. Kinkaid, J. E. Davidson.

The reports and papers were: "Address of Welcome," Mayor H. R. Albee of Portland; "President's Address," O. B. Coldwell; "The National Electric Light Association," E. W. Lloyd, president of the national body; "Educating the Public," L. R. Alderman, superintendent Portland schools; "The Small Consumer Question," H. E. Eisenmenger, National Lamp Works; "Cost Apportionment as Applied to Classes of Service," J. A. Rockwood, Portland Railway, Light & Power Company; Report of Committee on Electric Ranges; Report of the Overhead Line Committee; "Development of Small Motor and Appliance Load," H. B. Peirce and L. N. Simpson; "Determination of Maximum Demand," V. H. Greisser and H. B. Peirce; "Practical Application of Modern Illumination," F. H. Murphy and G. A. Kumler.

Rotarians Boost Electricity

At the 1915 convention of the international Association of Rotary Clubs, the following resolution was adopted:

Whereas, the use of electricity has become a necessary factor in all of life's activities; and

Whereas, a national body known as the Society for Electrical Development has in an unselfish spirit inaugurated an event known as Electrical Prosperity Week to be celebrated throughout this country during the week of November 29 to December 4, 1915; and

Whereas, it is an event of universal appeal and a movement in which the entire country, including all individuals and practically all branches of industry, will be greatly benefited;

It Is Resolved by various trade sections of the International Association of Rotary Clubs that the campaign be, and is, endorsed, and that it is recommended that each member of these trade sections use his influence to arrange that all the meetings of Rotarians to be held during the forementioned week be on the subject of ELECTRICITY—and its bearing on the progress, prosperity, protection and comfort of the people.

Pennsylvania Convention

The eighth annual convention of the Pennsylvania Electric Association was held last month at Bedford Springs. S. C. Pohe of Bloomsburg was elected to succeed W. E. Long as president, and E. H. Davis of Williamsport, E. B. Green of Altoona and F. M. Noecker of Renovo as members of the executive committee for two years. The other officers are G. B. Tripp of Harrisburg, vice-president and H. N. Muller of Pittsburgh, secretary-treasurer. One of the important things brought out in the president's address was that the total membership of the association is now 1623, representing an increase of 20 per cent. The reports and papers were as follows:

Report of Accounting Committee; Report of the Committee on Safety and Welfare Work; "Co-ordination of the Accounting and Engineering Departments," E. D. Dreyfus of Pittsburgh; "Opportunities for Central-station Steam-heating Development," J. G. Dermerer; "Protection of Distributing Transformers against Lighting," R. T. Wagner; "Efficiency of Boiler-room Methods," H. B. Bryans and J. S. Scholl; Report of the Rate Committee; Report of the Engineering Committee; "Relations between Electrical Utilities and their Customers," J. F. Schaffer; "The Use of Small Motors on Central-station Circuits," B. Lester; "Electrically Operated General Utility Devices," S. H. Blake; "Factors Entering into the Supplying of Rural Communities from Adjacent Central Stations," W. H. Acker.

N. E. L. A. Wiring Committee at Work

A meeting of the Wiring Committee of the Commercial Section of the National Electric Light Association was held on Friday, September 17, at the headquarters in New York City, those present including: W. A. Donkin, Pittsburgh; J. J. Gibson, E. Pittsburgh; J. E. Latta, Chicago; W. P. Lyon, Chicago; A. A. Pope, New York; H. R. Sargent, Schenectady; Geo. Weiderman, Brooklyn; J. E. Weismandel, Brooklyn; F. D. Pembleton, Newark; Robert Montgomery, Louisville; S. E. Doane, Cleveland, and R. S. Hale, Boston, Chairman.

On the question of the standardization of plugs and receptacles, two reports were presented, which with other information presented to the committee, will be submitted to the manufacturers before being further published.

On the question of bare concentric wire, several members reported on installations already made in their cities, using standard American fittings. Mr. Sargent, of the General Electric Company, reported that his company was going ahead with the preparation of special fittings and possibly a few special tools and hoped to have these ready by the middle of November. It is the opinion of the committee that as soon as these fittings are ready, a large number of additional installations will be made with the permission and for the information of the underwriters and other inspectors.

It was decided to hold the next meeting of the committee in Schenectady in November when the new fittings will be ready.

The Terre Haute Convention

The Indiana Electric Light Association held its seventh annual convention at the Hotel Deming, Terre Haute, September 8-11. Officers were elected as follows: president, E. J. Condon, Angola; vice-president, S. W. Greenland, Fort Wayne; secretary and treasurer, T. Donohue, LaFayette; executive committee, T. F. Grover, chairman, Terre Haute; T. F. English, Muncie; A. R. Holliday, Indianapolis; F. A. Bryan, South Bend; C. C. Perry, Indianapolis.

One of the important matters brought up was the advisability of affiliating with the National Electric Light Association. The question was referred to the executive committee, which will investigate the arrangements affecting sectional associations and take action. The following reports and papers were read: "Address of Welcome," Mayor Gossom of Terre Haute; "President's Address," T. F. Grover, Terre Haute; "Stability in the Electric Light and Power Industry," Frederic Nicholas, associate editor *Electrical World;* "Methods of Determining Maximum Demands for Rate-making Purposes," E. Ralston, Indianapolis; "Some Off-peak Loads—Charging Electric-vehicle Batteries," Q. A. Brackett, Westinghouse Electric & Manufacturing Company; "Depreciation Reserve," Judge J. L. Clark, Indiana Public Service Commission; "The Incandescent Lamp of 1915," P. S. Millar, Electrical Testing Laboratories of New York; "Transmission-line Construction," E. J. Condon, Jr., Angola; "Direct-current Loads on Alternating-current Lines and their Value," R. E. Russell, General Electric Company.

PLEASE YOUR PUBLIC

The suction sweeper which satisfies the housewife best is the best suction sweeper for you to sell.

The OHIO Model J is a please-the-public machine.

It gets the dirt *off* the carpet and *out of* the carpet. Its dust bag is *easiest to empty*. Its switch is the safest and most convenient. It sucks up lint and threads and other hard-to-get debris.

The "talking points" of the vacuum-sweeper salesmen are *different* from the points which the *housewife* looks at. *You* are selling to the housewife. *You* want a machine that will satisfy her and one that she will use every day.

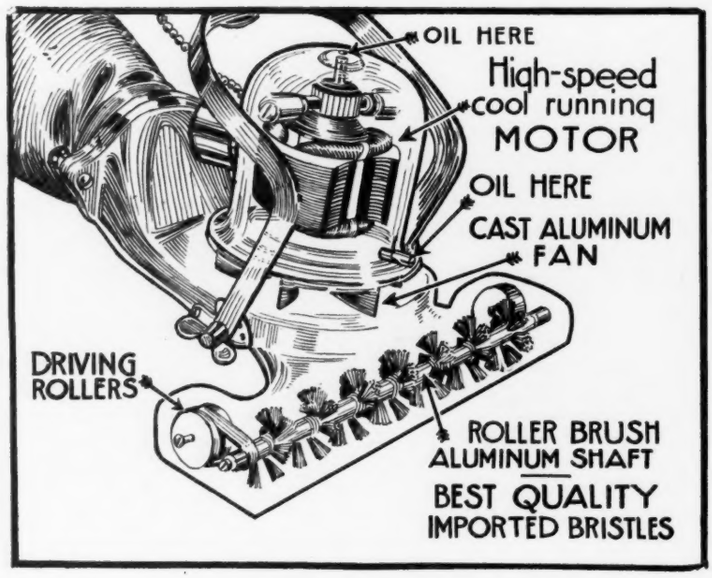
Therefore, we say to you—buy the OHIO Model J—and leave the answer to your wife or mother or sister. *She* will tell you why it is the best machine for *her*.

Buy just one sample today.

THE WISE-HARROLD ELECTRIC CO.

New Philadelphia, Ohio

This shadowgraph of the OHIO Suction Sweeper shows the vital advantages of this machine. Note the roller-driven brush which is an exclusive feature. This brush gathers up lint and threads, and beats the heavy grit and sand out of the nap of the carpet without wearing them in the slightest. The cool-running motor is trouble-proof—no repairs, no tinkering, no kicks and dissatisfaction. Our best salesmen are OHIO owners who recommend the OHIO to their friends.



1200 Industrial Heat Installations

New York Edison Success Due to a Sales Policy which Satisfies the Customer, the Contractor and the Appliance Manufacturer

FROM January 1 to December 1, 1914, the heating bureau of the New York Edison Company placed industrial electric-heating installations in 1043 New York factories. Up to September 1, this year, the business has increased 20 per cent over that of the corresponding months of last year, and a large future increase is in sight. The figures, perhaps, are not extraordinary for such a Mecca of industry as New York City, yet they are creditable for a number of reasons. In the first place, although the Edison company has been developing industrial-heating business to a more or less extent for six years, it was not until 1913 that a separate bureau was formed, with C. N. Lewis at its head, and the sales work placed on a routine basis. In the second place, the industrial-heating force consists of but two salesmen whose work is largely missionary. That is to say, the central station is satisfied to sell simply the electric-heating idea and the current, leaving the appliance end to the manufacturers and the contractors.

Another cause for satisfaction is the diversity of the New York Edison Company's industrial-heating load. The clothing industry in this great garment center is the most prolific source of heating revenue. Nine-tenths of the first-class New York tailoring and dress-making establishments use electric heat, as do also various other kinds of manufacturers in from 20 to 40 per cent of the loft buildings. In the way of women's wear, New York's output includes cloaks, suits, tub dresses, millinery, corsets, petticoats, underwear and various other articles of apparel. The output of men's wear includes overcoats, suits, neckwear, underwear, shirts, hats and handkerchiefs. Each one of these specialized industries offers the Edison Company an opportunity to sell electric heat for pressing irons, plaiting rolls, velvet steamers and even coffee percolators and other domestic heating-appliances for the workers' lunchrooms.

Other industries to which the New York Edison supplies electric heat are:

Button manufacturers, for hot plates, irons and die heaters.

Assayers and chemists, for soldering irons and disc stoves.

Automobile and bicycle shops, for soldering irons and branders.

Banks, for sealing-wax heaters.

Blue-print shops, for flatirons and electric-heated rolls.

Bookbinderies, for glue pots, glue machines and embossing heads.

Brush manufacturers, for binders and glue pots.

Establishments where the girls in the cashiers' booths are exposed to the cold, as in moving-picture theater ticket offices, butchers' shops, flower shops, etc., for electric radiators and foot-warmers.

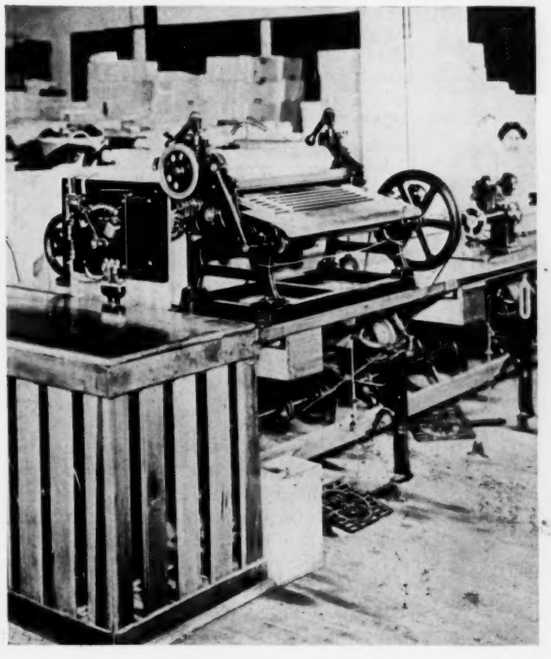
Moving-picture film manufacturers, for immersion coils.

Paper-box manufacturers, for embossing heads and box-shapers.

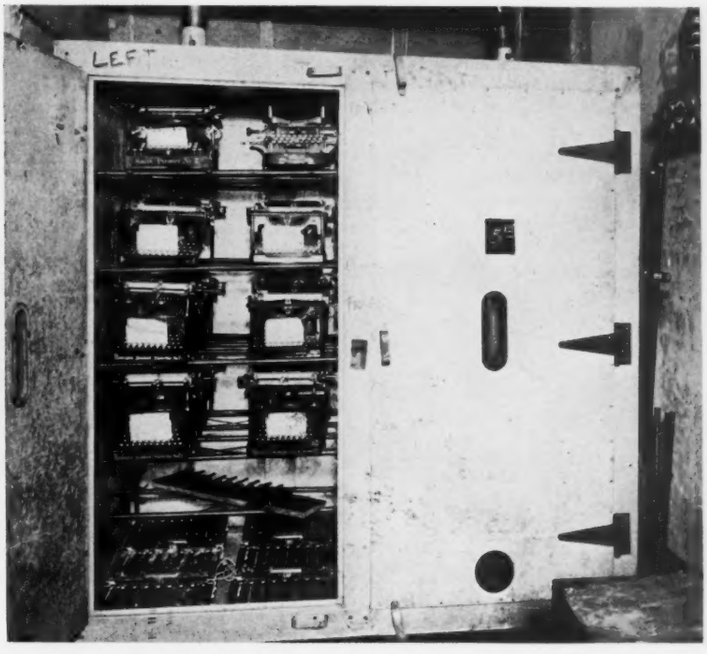
Photographers, for flatirons, radiators and hot plates.

Piano manufacturers, for radiators, branders and glue pots.

The manufacturers of industrial-heat-



Electric silk-pleating machines sold to a manufacturer already equipped with irons



Two electric japanning ovens like this mean 9000 kwh. per year from one customer —and he is more than satisfied

ing apparatus have sold appliances direct to a number of large New York publishing and printing houses such as P. F. Collier & Sons. These installations are not included in the Edison sales records, nevertheless, the central station supplies the current.

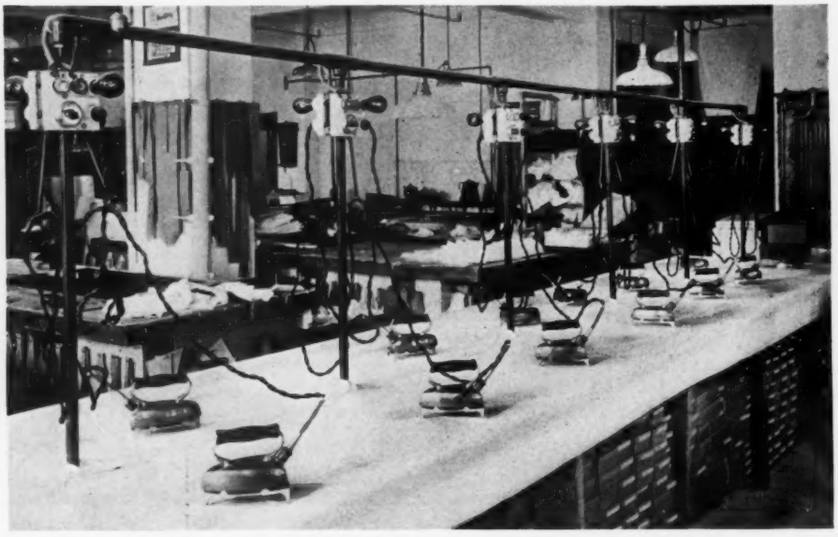
The following examples, several of which are illustrated by photos supplied through the courtesy of the Edison Company, suggest what some of these installations mean in the way of central-station revenue, also the keen satisfaction of the customer after he has given electric heat a fair trial. In one of the New York ladies'-wear manufactories, there is a model installation of electric irons and silk-plaiting machines, which consumes 7000 kwh. annually. A tailoring establishment uses enough electric flatirons and other appliances to consume 5000 kwh. a year. A manufacturer of expensive dresses has used electric flatirons for over 20 years. He not only cheerfully pays the central station $300 a year for current, but his enthusiastic recommendation has led to several other profitable installations of the same character. An electric clothes-drier for drying chaffeurs' uniforms consumes about 25 kw. per hour continuously during a rainy day. A manufacturer of white table-linen and doilies has used electric flatirons in his business for eight years. He changed over from gas irons after he discovered that the carbon from the latter smirched the goods so that from 20 to 40 per cent of them had to be cleaned before leaving the factory. The electric irons eliminated the trouble and the manufacturer volunteered the assertion that the installation had paid for itself at the end of the first year. From the central-station's standpoint, he expressed his gratitude in an even more satisfactory form by increasing the initial installation.

About four years ago, the proprietor of a japanning establishment was the victim of a disastrous fire which induced him to install electric japanning ovens. He states that the fire hazard in his shop has been reduced to a minimum and that he turns out better work than formerly because electric heat keeps the japan at a more uniform temperature.

Now how does the New York Edison Company's heating bureau develop business? First by three-cornered cooperation. It does not attempt to whole-hog the business, but works with the contractors and the appliance manufacturers in such a way that all are directly benefited. All three interests are also doing their proportionate share of the needful missionary work. The central station sells the current and the follow-up service, the contractor, the wiring and the appliances, in most instances, and when he doesn't, the appliance manufacturer does from the leads placed in his hands by the central station.

This cooperative plan has been in force for five years, and the contractors have nothing but praise for it. For no matter which make the sales, they or the central station, they collect the commissions on the appliances. So sure are they that they will be protected in every case that they have voluntarily turned in many valuable industrial-heating leads to the Edison Company.

When an inquiry comes in, one of the two central-station heating solicitors makes the call. If he finds that the prospect is using gas irons, he will offer, in behalf of his company, to place a free-trial installation of from six to ten electric irons together with the necessary amount of temporary wiring and a temporary meter. If the idea meets with favor, the installation is made and the prospect allowed to see for himself the difference in efficiency, safety and economy between the old and the new installations. If the installation proves satisfactory—which it does in a majority of cases—it is made permanent. Often, indeed, the installation is increased. At any rate, whether he buys or not, the prospect is given the chance to try out a model installation without a cent of expense. And when he places his order, he not only gets a model installation, but free Edison service—periodical inspections, repairs, expert advice.



Model installation of electric flatirons in New York ladies' wear factory

Does it pay? Mr. Lewis recently asked one of his customers if he would be willing to demonstrate, at the coming New York Electrical Show, how electric heat is applied to the manufacture of his goods. Here was his reply: "I'll gladly do what you ask, because your service is giving me better results than I ever expected."

Although they have nothing to sell but current, it is not the policy of Mr. Lewis and his men to wait for the leads to come in either directly or through the contractors and appliance manufacturers. All possible prospects are systematically dug up and aggressively canvassed. Each district office sends in a daily sheet of new customers secured for all kinds of Edison service. This is carefully examined for industrial-heating prospects, a list of which is struck off and immediately canvassed. If the central-station solicitor can't make any headway with the prospect, the latter is turned over to the contractor in the district. If the latter fails, then the appliance manufacturer is invited to come in and try his luck, which is additional evidence of the three-cornered cooperative policy.

A sharp outlook is kept for removal notices which appear on the front

WANTED BY THE EDISON ELECTRIC ILLUMINATING COMPANY OF BROOKLYN TWO EXPERIENCED FIRST CLASS POWER SALESMEN; GOOD WAGES. ADDRESS, T. I. JONES, 360 PEARL ST., BROOKLYN, N. Y., GIVING DETAILED EXPERIENCE.

Send For Our
Investment Booklets

These pamphlets issued by our Bond Department tell you exactly what you want to know about the small denomination securities of the utility companies under our management. They are reinforced by the most complete annual reports of their kind issued.

Conservative Investments Yielding from 5.40% to 7%

H. M. Byllesby & Company
Incorporated

Chicago, 210 South LaSalle St. — New York, Trinity Bldg.

of loft buildings. Another source of new prospects are the factory leases which are listed in the morning papers. Any promising prospects in the list are looked up in the telephone book and the district office records in order to learn what they manufacture and whether they are at present using Edison service.

The heating bureau maintains a modest stockroom in which is kept a small quantity of typical industrial-heating appliances. Thus the prospect can call and see the various electric-heating developments that can be applied to his business, and the central station is prepared at all times to make trial installations. No more stock is carried than can be kept moving. An interesting feature in the stock is the model pilot board such as the New York underwriters require to be placed in all factories where electrical appliances are employed. Immediately above the appliance socket is another socket for the red-signal lamp required by law. It is kept at the level of the operator's eyes so that he can't possibly go away and leave a "live" iron. Even if he did, the watchman would see the light burning and shut off the current before any damage could be done. The chief point in mentioning the pilot board here is that it is a part of Edison service to keep the operators reminded that they must use the warning lamp. Many of them are ignorant that they are legally required to do so. It is also interesting to note, that of all the flatiron fires in New York City in 1914, no more than ten of them, including both industrial and residential installations, were electric-iron fires. In fact, electricity used for every conceivable purpose, caused but three per cent of all New York fires. These statistics amply prove that central stations everywhere have a fine opportunity to reduce the fire hazard by enlarging the market for industrial electric heating.

Of course, the New York Edison Company is one of the great central stations of the country operating in a city of great electric-heating opportunity. Yet what is there that this company is doing to develop the business that the smallest central station operating in an industrial center cannot do in a smaller way?

It can offer a heating rate at least as favorable. For the New York Edison Company's heating rate is the sliding scale power rate—9½ to 5 cents as late as July 1; since then, 8 to 4¼ cents.

Only two central-station solicitors are canvassing the entire city of New York. The humblest central station can spare at least one salesman for the same purpose. In fact, the power salesman could cover the field easily.

It can adopt the same free-trial-first plan: it can also adopt the three-cornered cooperative plan, or if the conditions are favorable, sell the industrial-heating appliances itself at a profit.

It can develop the business industry by industry. It can advertise the business in a variety of ways.

The removal notices, the daily list of factory leases and the other sources of prospects are as open to the small-town as to the metropolitan central station.

It is safe, sure, profitable business for every central station, which the proper blend of faith, enterprise and common sense will secure.

Developing Small Industries

The Massillon (Ohio) Electric & Gas Company has found it both profitable business and good publicity to develop small specialized industries without, of course, neglecting the larger opportunities. As an example, every shoe-shining establishment in the town is equipped with an electric shoe-drier. Another example is the popcorn man who used to heat butter for his corn with a gasoline burner. O. A. Acuff of the lighting company, writes that a four-pint silver-plated electric percolator has superseded the gasoline burner and that the popcorn man is more than pleased with the change. The minor industrial business is worth cultivating for its favorable retroactive influence on the big regular business. Many large consumers of electric light and power are so because a thoughtful central-station salesman suggested, in the beginning, a cheap and effective electrical way of doing some such laborious task as drying shoes. The customer, delighted with his electric drier, is willing to listen when the salesman later suggests a modern lighting installation or motor drive for the shoe-repairing machine.

Boston Offers Cooking Rate

The Edison Electric Illuminating Company of Boston adopted, on October 1, a special cooking rate which will be effective throughout the 42 cities and towns served by this company. A special effort is being made to interest architects, builders and contractors to the extent of having them specify electric-cooking equipment in apartment houses.

The new rate is ten cents per kwh. for the first ten kwh. and two cents per kwh. for the remainder of the monthly use. The rate applies to electricity used for cooking, heating and refrigeration.

The Boston Edison Company claims that every "desirable" building erected this year within reach of the company's lines has been wired for electricity.

Food Saving in Electric Cooking

It is well known that food "shrinks" less when cooked electrically than when cooked by gas or coal. Some interesting tests in this direction have been made. F. D. Beardslee, commercial manager of the Union Electric Light & Power Company of St. Louis, reports that the loss in weight of roast beef electrically cooked is 18¾% as compared with 30% loss when meat is cooked in a gas stove. Reduced to practice, this means that a 4-lb. roast will lose 7.2 ounces less in electric cooking than in gas cooking, which represents a saving of 11 cents with beef at 24 cents per pound. This saving is about double the cost of cooking such a roast electrically.

The Man who Respects his Job

IF you do not respect your job, get a better one. If you can't get a better one, shut up.

When you tell your best girl's folks that your present position is beneath you, that it is a mere temporary time-filler which gives you cigarette money and "something to do" until your millionaire friend gets ready to start that perpetual motion-machine factory, when you are to start in as salesmanager at three or four thousand—

When you tell the boys at Mike's place that you don't propose to stand for much more of the kind of raw deals the company is handing you, and that next week you will tell the boss to take the dinky job and climb a tree with it—

When you tell Clarice that you are holding down the boss's job for him, doing all his work, and that if it wasn't for you he'd be canned within a week—

When you tell Billy, the barkeep, that there's no chance in your company for anybody who hasn't got a pull and that the general manager's nephew is dragging down twice your salary just because he's a member of the family—

When you agree with every kicker with a sour stomach and a grievance against the company that all public-utility corporations are crooked—

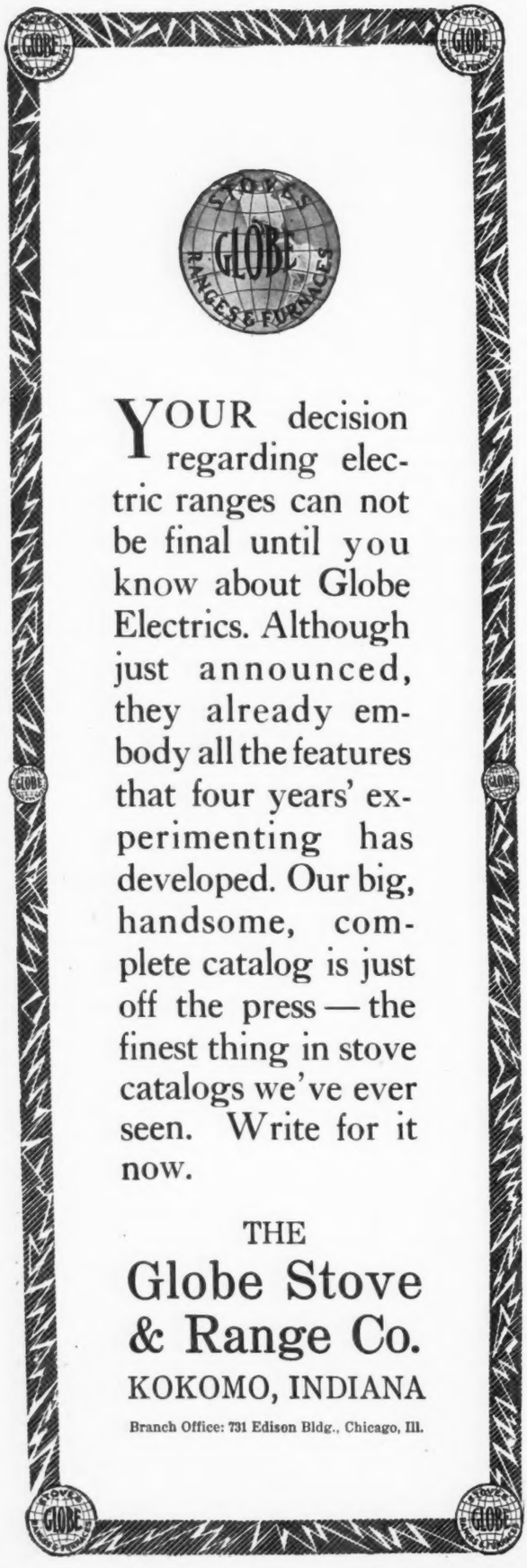
When, in short, you can't respect your own job nor respect the men in the company who hold better jobs, then—

There is only one thing to do.

Go place your face six inches from a good mirror and tell the person whose reflection you see that he is an ass. You may embellish this statement to suit, but state the main fact clearly—he is an ass.

No man is any better than his job. If he is, he will make the job expand and grow to his size, or he will be given a better job. The idea that any man is deliberately held down is utterly preposterous. Your boss—my boss—spends half his waking hours praying that his employees will show enough ability, common sense and initiative to warrant their being entrusted with bigger work, with greater responsibility. The old man's hair is turning gray, not from age, but from the incessant irritation, the utter hopelessness, of trying to find men who can do a few simple tasks without having to be told how, when, where and why each operation must be handled.

Don't ever fear that you are better than your job. The chance is something more than even that the job is a whole lot better than you are. If you are not satisfied, keep very quiet. Probably the boss is no better satisfied than you are, and it might be embarrassing to you should he be reminded of the fact.



YOUR decision regarding electric ranges can not be final until you know about Globe Electrics. Although just announced, they already embody all the features that four years' experimenting has developed. Our big, handsome, complete catalog is just off the press — the finest thing in stove catalogs we've ever seen. Write for it now.

THE
Globe Stove & Range Co.
KOKOMO, INDIANA

Branch Office: 731 Edison Bldg., Chicago, Ill.

Is YOUR Friend A Dead One?

¶ No room for dead ones in the electrical industry.

¶ Live wires are the only kind that turn the meter.

¶ If you have a friend who suffers from ossification of the upper story—

¶ If you have a friend who lacks pep—

¶ If you have a friend in this business who doesn't know it all and who wants a raise in salary—

¶ GIVE him a year's subscription to "Electrical Merchandise" and note the effect.

One lonesome dollar does it.

Your friend's name on the back of your card. A dollar bill pinned fast. Mail today to

ELECTRICAL MERCHANDISE
17 Madison Avenue, New York

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Volume XIV OCTOBER, 1915 Number 10

PUBLISHED MONTHLY BY THE RAE COMPANY
FRANK B. RAE, JR., President and Treasurer
JOHN J. CORELL, Secretary
Publication Office: American Building, Brattleboro, Vt.

EDITORIAL AND ADVERTISING DEPARTMENTS
17 Madison Avenue, New York City
Telephone: 7629 Madison Square

Entered as second-class matter, February 28, 1908, at the Postoffice at Brattleboro, Vermont, under Act of Congress of March 3, 1879.

HAS IT EVER HAPPENED TO YOU?

We hear of a grocer who recently wrote to his customers as follows:—

"Dear Madam:—

"It frequently happens that housewives complain of the fact that they receive short-weight goods from us; that we include items on the bill which have not been purchased, and that we otherwise attempt to bilk our customers. We enclose herewith a household expense book and are sending prepaid a set of guaranteed scales, and we would appreciate it if you hereafter, weigh each item received from us and check each bill carefully, so that you may be reassured that we are honest.

"Yours very truly,
"……Grocer."

Has this ever occurred to you? No? Yet a great many people receive letters from their electric companies urging them to read and check their bills, trying to make them careful both as to expenditures and the resultant invoice.

Such letters stop half-way: they ask the customer to help prove the honesty of the lighting company, but fail to point out that the lighting company is the only tradesman who makes this effort toward really honest service. The grocer, the butcher, the coal and ice man, the waiter at the restaurant, the newspaper delivery boy, each makes mistakes—honest or otherwise. And each, if he "gets away with it" feels himself gainer and keeps a very close mouth. The lighting company, however, does everything within and without human reason to be and appear honest. Does anyone suppose it is worth while?

CRACKING UNDER THE STRAIN

In a recent editorial, *The Gas Industry* pictures in hysterical phrases the sad straits into which gas lighting has fallen. It tells the purveyers of the malodorous illuminant that they are "surely laying the life of the lighting business open to the destroyers of the electric opposition," and follows by asking them, "Will you wake up before the torpedo or the bomb or the heavy shot of death-dealing competition strikes you?"

From this lurid picture of carnage, gore and mutilation the gas men may well shrink. We can imagine them fleeing for safety to the trenches in Flanders. In their dire dilemma, they seem to have but two courses; either to call the sheriff and go decently into bankruptcy, or cast about for some lethal weapon of cut-throat competition wherewith to repel and overthrow the grim and deadly foe.

As a matter of fact, the rantings of Friend Bigelow are drool. Probably not five per cent of all lighting business is competitive. Electricity, gas and Standard oil each has its place, and so long as there is so much darkness in the world between sundown and sunrise, that man is a plain ass who spends his time in competitive effort.

Our industry welcomes gas lighting as a feeder for the electric-lighting business. If there were twice as much gas used for lighting today, there would be six times as much electricity so used. Let both industries turn their attention to lightening the dark spots, and the question of competition will take care of itself.

CHEAP ELECTRICITY

We sometimes find central stations advertising cheap electricity, low rates. This is an error. The quantity of electricity that passes through the meter has little to do with the service received by the customer, and the price per kilowatt-hour may have slight relation to the value of this service. Ten kwh. at five cents a unit, if consumed by a sign filled with decrepit carbon lamps, would have less value to the customer than half the current at double the price consumed by a well-maintained Mazda-lamped sign.

High-class merchants advertise service, value, individuality. Fly-by-night merchants advertise price. But in any line the experienced buyer knows that he cannot often get satisfaction and true service at a bargain.

In advertising electricity, the emphasis should always be upon the service. It should be made plain to the public that an hour's use of the heating pad might well give five dollars' worth of comfort though costing but a small fraction of a cent; that ten minutes' use of the vibrator might well save a call upon the doctor; that a twitch of a switch might baffle a burglar; that an electric sweeper, iron and fireless cooker might solve the servant problem.

We have let the public and the press hammer us on the subject of rates. It is high time that we take the offensive and emphasize the value of our service.

HOW MUCH FOR ADVERTISING?

The question has frequently been asked, "What percentage of gross sales should be expended for advertising?" The question has never been definitely answered in the electrical field, but careful investigations among retail merchandisers show that 4% is considered a reasonable average for department stores, while those which specialize in single lines run as follows:

Groceries	.83%
Hardware	1.12%
Vehicles and implements	1.22%
Variety goods	1.52%
Shoes	1.65%
Dry goods	1.67%
Drugs	1.76%
Furniture	2.72%
Jewelry	2.85%
Clothing	3.16%

These figures, from *System* magazine, indicate how other men who appeal to the public for patronage appraise the value of publicity. While it may be argued that "the electrical business is different," it must be remembered that the public which buys wiring, appliances and current is the same as the public which buys drugs and clothing.

TODAY'S WORK TODAY

It is always well to plan ahead, but it is even better to finish up today's work today. No man can be free to look ahead, to attack new and larger problems, whose mind is cluttered with the odds and ends of unfinished business.

Of all the mottoes for young business men, the very best is, "Do Today's Work Today."

Jovian Convention

The thirteenth annual Jovian convention will be held at the Hotel Sherman, Chicago, October 13, 14 and 15. The preparations with regard to both the business meetings and entertainment will make the visit of attending Jovians of great profit and pleasure.

The following topics will be discussed: "Extending the Utilization of Electrical Energy," "A Clearing House for Electrical Associations," "The Relation of the Jobber to the Electrical Industry," "Safety in Electrical Installations," "The Relation of Technical and Non-Technical Men in the Electrical Field," "The Progress of the Electrical Industry," "Contingent Benefits from Promotion of Electric Vehicle Sales," "The Making of a Man," "Electrical Prosperity Week," "The Public Utility as a Factor in the Development of a City," "Merchandising Methods," "Thrift Among Employees of Electrical Companies."

Elaborate arrangements have been made for staging the degree team competition and the rejuvenation.

For the visiting ladies there will be trips to various points of interest, shopping tours and real "homey" luncheons. The ladies will not be held to an inflexible schedule, but may attend the sessions or participate in other activities.

What is expected to be a most remarkable program will be presented on Friday evening as the culminating event of the convention. The entire first and second floors of the Hotel Sherman will be reserved and over 200 costumed performers, assisted by several orchestras, will provide the entertainment. Supper will be served after which there will be dancing.

Large delegations are expected from St. Louis, New York, Cincinnati, Dayton, Memphis, Chattanooga and other points.

New England Convention

THE seventh annual convention of the New England Section, National Electric Light Association, was held September 14-17, at the Mt. Kineo House, Kineo, Me. Special trains from Boston, Portland and New Haven, and regular trains from several other points in New England poured about 400 delegates and women guests into town. The reception was held Tuesday evening, September 14, president and Mrs. L. D. Gibbs receiving, assisted by vice-president and Mrs. W. S. Wyman, Miss O. A. Bursiel, secretary; Mr. and Mrs. C. A. Mixer of Rumford, Me., and Mr. and Mrs. B. H. Gardner.

Officers for the following year were elected as follows: president, W. S. Wyman, Augusta; vice-president, R. W. Rollins, Worcester; treasurer, Bowen Tufts, Boston; executive committee, A. H. Ford, Maine; R. D. Smith, New Hampshire; W. H. Vorce, Vermont; C. R. Hayes, Massachusetts; A. B. Lisle, Rhode Island; G. B. Leland, Connecticut. Miss Bursiel continues as secretary.

Treasurer R. W. Rollin's report showed that expenditures for the year had been about $3,300 and that $793 remained on hand September 1. Secretary William Gould's report showed a membership of 1100, 246 members having been added since January 1, 1915. President Gibbs, in his address, urged that certain permanent committees, consisting in each case of one member from each of the six New England states, be appointed, three of them for one year and three for two-year terms, with bi-yearly appointment of successors, each committee to meet four times a year and carry forward a continuous working policy. The eight committees suggested are: membership, publicity and advertising, rates, co-operation with kindred organizations, commercial, discussion of papers, entertainment and transportation.

The following papers were read "Isolated Plant versus Central-station Power"—papers by J. J. Gillespie, United Shoe Machinery Company, Boston; H. B. Emerson, Arlington Mills, Lawrence, Mass., K. P. Applegate, Hartford Electric Light Company; "Application of Station Power to Large Mills," J. E. Arthur, Edison Electric Illuminating Company, Boston; paper on same topic by John West, C. H. Tenney & Co., Boston; paper on the subject from the hydroelectric standpoint, H. W. Eells, Central Maine Power Company, Augusta; "The Practice of Lighting Companies in Renting Motors for Mills and Factories," G. F. Parsons, C. D. Parker & Co., Boston; paper by Mr. Parsons on "The Standardization of Motor Voltages." Addresses at banquet: E. W. Lloyd, president National Electric Light Association, cited the educational benefits to be derived from association with the N. E. L. A. Judge B. F. Cleaves, public-service commissioner of Maine, gave the layman's view of the electrical industry in the state. Chairman R. T. Higgins, of the Connecticut commission, discussed the subject of state regulation. Public Service Commission Session: stereoptican lecture, D. M. DeBard, Edison Company, Brockton, on the manufacture of war shoes by a local firm with central-station power; President Lloyd on Association work in relation to rates; report by W. L. Mulligan, United Electric Light Co., Springfield on the recommendations of a joint committee of central-station men and electrical contractors of Massachusetts; Electrical Prosperity Week plans, J. M. Wakeman; report of Electric-vehicle Committee; "The High-efficiency Incandescent Lamp," technical aspects by Henry Schroeder, Edison Lamp Works, Harrison, N. J., commercial, C. A. Dean, Cambridge Electric Light Company.

F. S. Troup, contract agent of the United Electric Light & Water Company, New Britain, Conn., says: "*Electrical Merchandise* is the best of its kind. I want to do my share toward its prosperity."

Keily Opens New Office

William E. Keily, until recently associate editor of the *Electrical World* in Chicago, has opened an office in the Edison Building, 72 West Adams Street, that city, for the continuance of his literary and consulting work in relation to public-utility matters. Mr. Keily is a well-rounded journalist of wide experience in both the newspaper and technical magazine fields. In addition to his editorial connection with the *World*, Mr. Keily was managing editor of the *Western Electrician* for several years, and during 1910-14, was editor of the *Convention Daily* of the National Electric Light Association.

WE CAN HELP
YOU TO SELL AND INSTALL
STREET LIGHTS

We offer you the benefit of our experience in the preliminary work of securing White Way installations. We can save you time and expense. We can insure you an installation that will have no regrets.

Ornamental Lighting Poles

are designed to add beauty to your streets, but they do far more. They help make your town prosperous by attracting business.

This particular design of pole is for the high efficiency Type "C" Mazda Lamp.

Let us tell you more about our product and service.

ORNAMENTAL LIGHTING POLE CO
POLES FOR ALL TYPES OF LIGHTING
·118 LIBERTY ST. NEW YORK·

NEW ELECTRICAL MERCHANDISE

News from the Manufacturers Trade Literature

Milwaukee now Lamp Center

General betterment of business conditions has led the Westinghouse Lamp Company to open its Milwaukee plant for the manufacture of incandescent lamps. This factory is located at 3100 Center Street and is composed of five large buildings, occupying about five acres of ground. Large displays have appeared in all the Milwaukee papers, advertising for 500 girls to help manufacture one-half million Westinghouse Mazda lamps per month.

Walter Cary, vice-president and general manager and T. G. Whaling, assistant general manager and sales manager of the Westinghouse Lamp Company, are both natives of Milwaukee and are taking an active, personal interest in the plant. Frank Wicks, who has been Superintendent of the New York plant, will now assume the management at Milwaukee. The incandescent lamp industry is new to Wisconsin.

The Westinghouse Lamp Company is also branching out in another direction. Lucien Barnes, in charge of the export sales department, will shortly make a South American trip of about 18,000 miles to investigate conditions affecting the electrical industry, particularly the lamp business. He will visit cities in Brazil, Argentine, Uraguay, Chile, Bolivia, Peru, Ecuador, Panama, Costa Rica, Salvador, Guatemala, Colombia, Venezuela, Jamaica and Cuba.

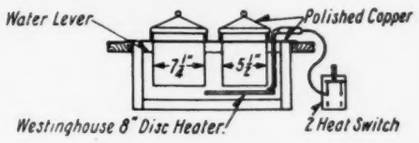
Frantz Premier in Boston

In line with its policy of establishing factory branches in all large centers rather than being represented by distributors, The Frantz Premier Company of Cleveland has opened its own office and service station in Boston. This branch will have jurisdiction over the states of Massachusetts, New Hampshire, Vermont, Maine and Rhode Island, and will be under the management of A. P. Merchant who formerly was the Company's distributor in this territory.

The Electric Steam-table

THE Puget Sound Traction, Light & Power Company, of Everett, Wash., has installed a number of electric steam-tables in lunchrooms and restaurants. This profitable central-station load was secured through an experiment for which S. A. Hoag, the local commercial agent, was sponsor. While he was discussing the advisability of an electric-range installation with a restaurant keeper, the latter said that he wanted to give up gas cooking entirely. An electric steam-table was designed to meet the emergency. It proved so satisfactory and could be operated at so low a cost that it was easy to induce other local restaurants to try out similar installations.

In most cases, it was simply a matter of changing over a standard gas-operated steam-table by properly insulating the walls and bottom with one-and-one-half inch felt and installing immersion heaters. The Puget Sound central station has been using a Westinghouse immersion heater of the 8-inch disc type with two-heat regulation. In operating the electric steam-table, it is advisable to fill it with warm water at the start, since the three heaters may then be used at low heat and the maximum demand on



the table reduced to 825 w., which permits it to be used on the average central station's power schedule. After the temperature of the water reaches 180 to 200 degrees, two heaters may be turned off, as one unit will maintain a sufficient temperature for all ordinary conditions. Operated in this way, for twelve hours per day, the current consumption is about 7 kwh., and the daily load factor about 35 per cent, making it desirable business for the central station.

New Lighting Handbook

A very complete handbook of 96 pages and cover, on the subject of lighting practice, has just been issued by the Holophane Works of General Electric Company.

The handbook is divided into five sections and two appendices, covering the following subjects: Holophane Service; How to Install the Products of the Holophane Works; Practical Applications; Photometric Curves; Engineering Data, and a table of the watts per square foot values for various classes of lighting.

The large number of diagrams and tables will be found simple and easy of application by any well-informed lighting salesman; technicalities are reduced to a minimum and where employed are explained in simple style which makes them readily useful even to those lacking engineering training.

"The Lighting Handbook" will be supplied to anyone interested on request to the commercial-engineering department of the Holophane Works, Cleveland.

New Frantz Premier Factory

The new factory of the Frantz Premier Company will be ready for occupancy shortly after November 1st. The location is Ivanhoe Road, near Euclid Avenue, Cleveland, in the neighborhood of Nela Park and the Holophane Glass Works. The building will be of concrete, four stories high and containing about 77,000 feet of floor space. A restaurant, shower-bath and handball courts will be provided for the employees and a technical library for the engineering department. The manufacturing requirements of the new plant will be about 350 hp., and the lighting requirements about 50 kw.

The emigration of the Frantz Premier Company will be attended by a radical expansion of policy. A number of new electric appliances will be added to the electric vacuum sweeper and washing machine, and the slogan of "Electric Housekeeping" will be adopted. From this slogan as a base, educational and sales propaganda will be launched to instill among American women the thought that they are not getting the full use of their electric installations if they are merely satisfied with electric light—that, for the modern woman, electricity should not only be a servant, but a whole staff of servants ready to give instant service in the bedroom, dining-room, kitchen and laundry.

New Frantz Premier Home

The Electric Radiant Radiator

The American Electrical Heater Company of Detroit have just perfected a new type of electric-air heater which combines both beauty and utility. Its name is the "American Beauty" Electric Radiant Radiator, and its retail price insures it a large market.

The uses of this device are many. The manufacturers do not claim that it will heat a room, as it is designed to be attached to any lamp socket, but in the many instances where additional warmth is necessary, this device will perform its work satisfactorily, economically and

without danger of fire or odor. The element of this device is a new type of button element, the individual glowing units representing a bed of living coals. The reflector plate is of burnished copper which deflects the heat. The casing and legs are of steel finished in oxidized bronze. An eight-foot brown silk cord with detachable plug at heater and a lamp-socket attachment plug is furnished. The weight of the whole device being only four pounds, it can be readily carried from room to room and used in any place desired.

Attractive window displays, circulars and other advertising literature are furnished any dealer handling this device.

Juvenile Cooking Exhibit

One of the features of the New York Electrical Exposition and Motor Show, October 6-16, will be a juvenile electric-cooking exhibit in one of the New York Edison Company's booths. The new Western Electric Junior range—a toy stove on which real food can be boiled, baked or fried—will be demonstrated.

In recognition of the educational value of this device, the New York Board of Education has arranged with the Edison company to send squads of young girls from the public schools to visit this exhibit and receive instruction in the art of cooking electrically. Opportunity is to be afforded the school children to do some of the cooking themselves in order to give the instruction work its greatest possible value.

Central-station Man Joins Wise-Harrold

Norman W. Cole, for some time commercial manager of the Erie Lighting Company of Erie, Pa., has joined the staff of the Wise-Harrold Electric Company, manufacturers of the Ohio Suction Sweeper. Mr. Cole will represent the Ohio in New York and New England.

983

Is The Holophane Reflector Behind This Effectively Lighted Window

HOLOPHANE WORKS
Of General Electric Co.
CLEVELAND, O.
NEW YORK BOSTON PHILADELPHIA CHICAGO ST. LOUIS

"Yes, Sir! That's the Right Lamp!"

"A man came along the other day and told me that my windows were badly lighted. I laughed at the idea. Why, I had installed a new lighting system as late as last summer!"

"Well sir, he just took the lamp he had in his hand, and replaced one of the other lamps with it, and that wizard of a lamp gave more light than all the rest of the lamps together, at least it looked that way to me! And it was whiter, better light, too!"

"You bet, I bought some! I told him to replace all the old lamps with the new ones. I want my window displays to exert their maximum drawing power—and they do, with these new 100-watt National MAZDA lamps!"

Make your prospects talk that way by demonstrating the new 100-watt National MAZDA lamps on their own premises.

National MAZDA—*The Way to Better Light*

NATIONAL LAMP WORKS
OF GENERAL ELECTRIC CO.
Nela Park, Cleveland

Member Society for Electrical Development: "DO IT ELECTRICALLY"

Announcement

A new line of

FEDERAL FIXTURES

is illustrated in a catalog just off the press. Several distinct novelties are offered in connection with a very complete line of electric-lighting fixtures for all purposes. Every new-business manager and every electrical contractor should have this catalog. Write for it today.

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